ಕರ್ನಾಟಕ ರಾಜ್ಯಪತ್ರ

ಅಧಿಕೃತವಾಗಿ ಪ್ರಕಟಿಸಲಾದುದು

ವಿಶೇಷ ರಾಜ್ಯ ಪತ್ರಿಕೆ

ಭಾಗ – ೪ಎ Part – IVA	ಬೆಂಗಳೂರು, ಮಂಗಳವಾರ, ೧೩, ಜನವರಿ, ೨೦೨೬(ಪುಷ್ಯ, ೨೩, ಶಕವರ್ಷ, ೧೯೪೭) BENGALURU, TUESDAY, 13, JANUARY, 2026(PUSHYA , 23, SHAKAVARSHA, 1947)	ನಂ. ೬೦ No. 60

Government of Karnataka

No.UDD 636 MNU 2025 (P)

Karnataka Government Secretariat,
Vikasasoudha,
Dr. B.R. Ambedkar Veedhi,
Bengaluru, Date: 13-01-2026

NOTIFICATION

Whereas the draft of the Greater Bengaluru Area (Advertisement) Rules, 2025 was published as required by sub-section (1) of section 314 of the Greater Bengaluru Governance Act, 2024 (Karnataka Act 36 of 2025) vide Notification No. UDD 517 MNU 2025, dated: 13.11.2025, published in part IV-A of the Karnataka Extra-ordinary Gazette dated:13.11.2025, inviting objections and suggestions from all persons likely to be affected thereby within thirty days from the date of its publication in the official Gazette.

And whereas the said Gazette was made available to the public on 13.11.2025.

And whereas, the objections and suggestions received in this regard have been considered by the State Government.

Now, therefore, in exercise of the powers conferred by section 314 read with sections 160 and 161 of the Greater Bengaluru Governance Act, 2024 (Karnataka Act 36 of 2025), the State Government hereby makes the following rules,namely:-

RULES

1. Title, commencement and application.-These Rules may be called theGreater Bengaluru Area (Advertisement)Rules, 2025.

(2) They shall come into force from the date of their publication in the official Gazette.

(3) These rules shallbe applicable to the Greater Bengaluru Area as declared

under section 3 of the Greater Bengaluru Governance Act 2024.

2. Definitions.-(1) In these Rules, unless the context otherwise requires,-

(a) "**Act**" means the Geater Bengaluru Governance Act 2024;

(b) "**Advertisement**" means and includes any display, device or representation by word, direction, abbreviation, letter, logo, symbol, model, image or a combination thereof, sign by means of billboards, hoarding, banners, temporary arches, electronic display,name boards, direction boards, pamphlets, flags or any other visible or audible media, displayed in or in view of any place or spot visible to public, to promote a product or service in a commercial sense under categories covered in these

definitions,but does not include signage installed for the identification and naming of places, buildings and tenant business names;

(c) "**Agency**" means an originator or facilitator of advertisement who may be an individual, Government organizations, semi-Government organizations, registered charitable organization firm, proprietary firm, partnership firm or a company incorporated underthe Companies Act,2013 (Central Act 18 of 2013);

(d) "**BBMP**" means the Bruhat Bengaluru MahanagaraPalike;

(e) "**Banner**" means cloth or any other bio-degradable flexible material (but not made fully or partially from poly-vinyl chloride or any other form of plastic, virgin or recycled), which contains some advertisement or announcement or written matter for display in public place;

(f) "**Billboard/Hoarding**" means an outdoor media device with space for display in the form of an advertisement panel and where such panel is mounted with its foundation on any structure either on ground or building and made of any bio-degradable flexible material (but not made fully or partially from poly-vinyl chloride or any other form of plastic, virgin or recycled) or Electronic display or LCD;

(g) "**Building wrap advertisement**" means an advertisement displayed on any building frontage usually stretched across the building frontage or on scaffolding of a building under construction or repair or by sticking or fixing it to a glass frontage or window;

(h) "**Building wrap electronic advertisements without any use of poles etc. which are used to erect hoardings**"means an advertisement displayed on any building frontage, which is not a heritage structure, using digital displays, which can be switched on at night time and may flash or appear in a synchronized manner in

one or more different colours;

(i) "**Chief Commissioner**" means the Chief Commissioner of the Greater Bengaluru Authority;

(j) "**City Corporation**" means the City Corporation in the Greater Bengaluru Area;

(k) "**Commissioner**" means the Commissioner of the City Corporation in the Greater Bengaluru Area;

(l) "**Display**" means an advertisement or information visible to public, irrespective of the property or space on which the same is installed;

(m) "**Electronic Display**" means a media device, with display made from Light Emitting Diode(LED) or Liquid Crystal Display(LCD)or any other electronic source, to displayrunning text, images, displays and informational messages from computer programs and software or any other means;

(n) "**Form**" means a form appended to these Rules;

(o) "**Ground Rent**" means a payment made for using a land or property for advertisement or any other purpose to the landlord or freeholderor holder of the property and does not include Advertisement Fee.

(p) "**Legacy advertisement**" means permitted commercial advertisements including Billboards erected and displayed on private or publicproperties by approved or enrolled or registered agencies, after having obtained permissions under the BBMP Advertisement Bye Laws 2006 and which

(i) havea subsisting agreement signed with the BBMP,or
(ii) which were having a permission to display from the BBMP valid as on 1.1.2016, or
(iii) had applied for renewal in response to BBMP newspaper advertisements dated 06.08.2015 or 09.10.2015 and have a proper acknowledgment of the same;

(q) "**License**" means the license granted under these Rules;

(r) "**Mobile Advertisement Display**" means a double or single sided hoarding or panel mounted on or behind a vehicle in a manner that it can be driven around or parked at strategic locations for a better display of the advertisement;

(s) "**Permission**" means the permission granted under these Rules;

(t) "**Poster**" means sheet of paper or any other bio-degradable material

(but not made fully or partially from poly-vinyl chloride or any other form of plastic or any material banned by Pollution Control Board for such a use) used to advertise something for display in a public place, usually by sticking the same on a flat surface such as a wall, compound, parapet, hoardings, etc.;

(u) "**Right of Way (RoW)**" means total land width required for the road, to accommodate the roadway (carriageway and shoulders), side drains, service roads, tree plantation, utilities, etc, owned by the respective authority;

(v) "**Schedule**" means a schedule appended to these Rules; and

(w) "**Self-Advertisement or Self-Signage**" means an advertisement or a display visible to public which is for identification or naming or information with regard to the activities carried out in the same building or a place or land where it is displayed, but it shall not include information or display of anything which is not carried out or available on the said land or place or building.

(2) Words and expressions used but not defined in these Rulesshall have the same meaning as assigned to them in the Act and rules made thereunder and in case of any doubt, the interpretation and decision of the Chief Commissioner, Greater Bengaluru Authority shall be final.

3. General provisions.-The following general provisions shall govern and guide these Rules and their interpretation,-

(i) No advertisement, other than self-advertisement, shall be permitted on any road less than EighteenMeters in widthsubject to these Rules:

Provided that, in case of areas declared for Commercial or Industrial use under the approved master plan, the said prohibition on advertisements on less than sixty feet road width shall not apply but shall be subject to restrictions & regulations as per these Rules.

(ii) The maximum size and dimensions permitted for an individual advertisement or display shall be as specified in Schedule-III.

(iii) Subject to maximum size and dimensions of an individual advertisement and other conditions and restrictions specified under these Rules, the maximum permissible paid advertisement on every running length of a road (as specified below) or at a circle or an area shall be as follows, –

Road/Circle/Area Type	**Maximum permissible paid advertisement area per running 200 meter of road (both sides included) or Circle or Area**
Road width or RoW not less than 18 meters but less than 24 meters	1000 square feet (both road-sides included) per 200 meter of road length:

Road width or Row not less than 24 meters but less than 30 meters	1200 square feet (both road-sides included) per 200 meter of road length:
Road width or Row not less than 30 meters but less than 60 meters	1500 square feet (both road-sides included) per 200 meter of road length:
Road width or Row not less than 60 meters	1600 square feet (both road-sides included) per 200 meter of road length:
Circle	3000 squarefeet perfifty thousand square feet Circle area:
Any other Area/Locality declared as Commercial or Industrial area in the Master Planor by the Commissioner	(i) For roads more or equal to 18 meters width – same as above. (ii) For roads less than 18 meters but not less than 12 meters in width = 600 Square feet (both side included) per 200 meters (iii) For roads less than 12 meters but not less than 6 meters = 500 Square feet (both side included) per 200 meters

Provided that the Commissioner may, by order, declare specified areas or roads as the "Special Business or CommercialArea/Roads" then in such areas or roads the commercial advertisement limits given in above table shall be for every 100 meter instead of per 200 meters.

Provided that inter-se distance between two commercial hoardings or bill-boards, subject to these Rules, shall not be less than 50 (fifty) meters as measured from edge of one hoarding to another. This shall not apply to V-Shaped hoarding carrying two hoardings back-to-back facing in opposite directions.

(iv) The Commissioner, within the upper limits of advertisement area allowed on atwo hundredmeters length of road or the area of a Circle or an open plot or locality, may vary other restrictions, including increasing the minimum inter-sedistances between the advertisement displays, reducing the advertisement display area allowed for advertisements per 200 meters;in larger public interest and to preserve the aesthetics and look of the city.

(v) The CITY CORPORATION shall divide the whole city into suitable stretches of roads, circles and areas through a notification with approval of the Commissioner which may be issued and modified from time to time and the paid advertisements shall be permissible only on these roads, circles and areas as specified in these Rules.

(vi) The right to do paid advertisements on these road stretches, circles and areas shall be given only to the licensed advertising agencies through an open auction/tender in accordance with the Karnataka Transparency in Public Procurement Act, 1999 (Karnataka Act 29 of 2000) and rules made thereunder,

conducted through e-procurement portal of the Government. The minimum Advertisement Fee for the same shall be as per minimum rates specified in Schedule-II.Provided that the Government may from time to time by Notification increase the minimum prescribed advertisement fee ratesin Schedule-II and same shall be payable by everyone who is required to pay as per the minimum Advertisement Rates in Schedule-II. Provided further that if the Contract Agreement or the order assigning the advertisement rights specifically prescribes non-escalation or the prescribed advertisement fee rate is already more than the revised rate then the said revision shall not be applicable in such cases.

(vii) The bid winner with respect to any stretch of road or circle or area shall have the right to utilize the same for advertising on behalf of other or for others in accordance with these Rules. The advertisement spots, premises or spaces can be either privately owned or owned by Government or Government owned Public sector Units or the CITY CORPORATION or any Government Agency. Before displaying any advertisement, apart from complying with the requirement specified under these Rules, the requisite agreements and permissions from the owners of the spots or buildings or vacant lands, both the Government and private owners, falling on the assigned road or Circle or the area, shall be done by the bid winner himself at his own costs and in accordance with applicable laws and rules in this regard:

Provided that, in case ofprivate property or land on which the infrastructure for the paid advertisement is erected shall be charged and paid as additional property tax for each such advertisement tothe CITY CORPORATIONan amount as prescribed for advertisement hoardings, for the time period the advertisement infrastructure remains erected thereon.

Provided that in case of an erection of such an advertisement in common area in a Property which otherwise has multiple properties/owners then the management or the authority competent to grant the right to erect the advertisement in such a common area shall be liable to pay the additional property tax applicable for the advertisement hoardings. The erections and display by the Licensed Advertiser who has won the right to do commercial advertisements in an area or a road or a Circle, shall also be allowed on the residential properties as per these Rules and such properties shall also be liable to pay the prescribed additional property tax for each erection to the CITY CORPORATION.

Provided also that, in case the said property or land is a B-Register property or does not have any Khata from the City Corporation then commercial advertisement thereon shall not be permitted and such a property always has an option to obtain A-Khata after duly complying with the prescribed requirements and then be used for erection of commercial advertisements as per these Rules.

The CITY CORPORATION reserves right to remove the advertisements on any such properties or lands which are without Khata or outside property tax list immediately upon their coming to the notice of the CITY CORPORATION.

Provided further that the advertisements or displays on Bengaluru Metro Pillars and Bengaluru Metro Stations and Infrastructures belonging to the Bengaluru Metro Rail Corporation Limited (BMRCL) are excluded from the assigned rights to any bid winner even when the same falls within the assigned area or road or Circle. The same shall be put to separate suitable tender by the by the BMRCL in conformity with these Rules and subject to payment of the Advertisement Fee and other levies as prescribed in these Rules.

NOTE: The advertisement fee payable to the CITY CORPORATION is only for the rights to do advertisements for or on behalf of others. No right whatsoever accrues to such an advertiser merely by virtue of payment of advertisement fee to CITY CORPORATION to erect or display any advertisement or display on any property or land or plot falling on the assigned road or area or Circle without independently taking permission of the owner thereof and entering into a proper agreement for the same. The money payable to the owner of the property or land for such a usage by the licensed advertiser shall be over and above the advertisement fees payable to the CITY CORPORATION and are left to be decided between the licensed advertiser and the property owner.

(viii) The City Corporation, through its Special/Additional Commissioner (Advertisements) or the Zonal Joint Commissioner or the authorized officers, shall enforce these Rules to ensure that no unauthorized advertisement comes up on any road or Circle or area, including the roads, circles and areas allotted to the licensed advertisers. Any unauthorized advertisement shall be forthwith removed and any advertisement fees or penalty or other dues with respect to such unauthorized advertisement shall be collected and retained by theCITY CORPORATION in accordance with these Rules. The licensed advertiser assigned to the road or Circle or area where the enforcement is done by CITY CORPORATION, shallbe bound to assist the CITY CORPORATION in the enforcement and removal of the unauthorized advertisements.

(ix) The open auction/tender of the stretches of roads, circles and the areas may be done individually or after clubbing them together in suitable lots. The decision in this regard shall be taken by the Commissioner in the best interest of the Corporation.

(x) The assignment and all auctions/tenders with respect to advertisements inside the properties of railway or Bengaluru MetroRailCorporation Limited (BMRCL) or bus-stands or Karnataka State Road Transport Corporation (KSRTC) or Bangalore Metro Transport Corporation (BMTC) or other Government owned Public Sector Units, which are visible to public visiting inside these properties, shall be decided by the concerned agencies themselves as per their own rules and procedures and the proceeds thereof shall be fully retained by these agencies.

(xi) The tender to award the rights to advertisement on the BMRCL pillars, piers etc which are visible to open public spaces may be done by the BMRCL. This award by the BMRCL shall be in conformity of these Rules and subject to regulation by the City Corporations. The advertisement revenues shall be liable to be paid by the vendor for assigned advertisement rights for the space allowed irrespective of the fact whether the space is actually put to use for advertisement or not. The advertisement revenues collected from assignment of the advertisement rights (except advertisement revenues for inside advertisements within the properties of the BMRCL which are exempted from the advertisement fees) shall be put in a joint bank account of the CITY CORPORATION and the BMRCL exclusively opened for this purpose and the same shall be shared equally between CITY CORPORATION and BMRCL. Provided that the BMRCL shall not assign advertisement rights to anyone under this provision at a rate less than the rate prescribed in Schedule II.

(xii) The right to display any advertisement visible from the public streets or roads, including on properties of any Government Department, Public Sector Unit or Government owned agency, shall be assigned only by the concernedCITY CORPORATION and through public auction/tenderspecified in these Rules and the advertisement fee thereof shall be fully payable to the CITY CORPORATION.

(xiii) It is clarified that in addition to payment of the Advertisement Fees which an advertiser is bound to pay as per these Rules, the Government Agency or the Public Sector Unit or the Government Department, is at liberty to collect Ground Rent for allowing use of their properties for advertisement after approval and assignment by the CITY CORPORATION.

(xiv) In case any category of free or self-advertisement exceeds the maximum specified size as per provisions of these Rules, the same shall be liable to pay for full area of the advertisement to CITY CORPORATION at applicable minimum Advertisement Fee rate as per Schedule-II.

Illustration: If a shop is permitted for a free self-advertisement under these Rulesupto 150 sq. ft., but has erected self-advertisement of 175 sq. ft., then it shall be liable to pay minimum advertisement fee applicable as per Schedule 2 for the full 175 sq.ft. of the self-advertisement. The same are liable to be removed by the CITY CORPORATION in case the same violates any of the conditions in these Rules. Provided that in case of *"Malls"* – where the word "Mall" shall mean a large indoor or enclosed shopping centre which falls under and is paying Property Tax under Category-VI as per the Bruhat Bengaluru MahanagaraPalikeNotification No.Commr/BBMP-DC(Rev)/5675/15-16 dated 9th March 2016 and which has paid up-to-date property tax, are allowed to do commercial advertisements, other than self-advertisements for on-premises entities which are free-of-cost upto the size restrictions prescribed under these Rules,on their premises and buildings facing the public roads subject to the size and other restrictions as applicable for commercial advertisements. The said commercial advertisements, other than self-advertisements, shall be liable to pay to the CITY CORPORATION the advertisement fees at the applicable minimum Advertisement Fee rate as per Schedule-II.These

commercial advertisement shall not be counted towards the quantum of commercial advertisement permitted to a bid winner of the area/road/circle on which the "Mall" falls. In case of any dispute arises with regard to size and restrictions as to commercial advertisements on a "Mall" facing the public roads, the decision of the Commissioner shall be final.

(xv) Any unauthorized or illegal advertisement shall be removed immediately when it comes to notice, but both the owner of the premises or land where the unauthorized advertisement was displayed and the advertiser are liable to pay penalty at a rate of twice the Advertisement Fee fixed in auction/tender for the said road or Circle for the period of erection – that is until removal. Therefore, penalties for unauthorized or illegal advertisement shall be liable to be paid from the date of erection of the infrastructure for advertisement whether actual display of advertisement is done or not and until the removal of the same.

Provided that where no such rate has been fixed, then at the rate fixed in auction/tender for the nearest road or Circle or area or at the Minimum Advertisement Fee fixed for the said road or Circle or area in Schedule-II, whichever is higher.

(xvi) The advertisement fee for authorized advertisements or displays shall become due to be paid upon completion of six months preparatory period from the date of assignment of advertising rights under these Rules in case the advertisement rights being assigned in a given bid exceeds 2000 Square Feet but shall be three months when assigned advertisement space in a given bid does not exceed 2000 Square Feet. The said preparatory period shall not be extended under any circumstances beyond an additional period of three months that Commissioner City Corporation shall order clearly giving extraordinary circumstances occasioning such permission of the extension. Provided that any advertisement infrastructure actually erected and put to commercial advertisement before the completion of preparatory period shall be liable to pay the applicable Advertisement Fee and after the expiry of the preparatory period the full advertisement fee shall be payable whether or not the erection or actual display of advertisement is started.The said date shall be called the Effective Date for the purposes of payment of advertisement fees. The advertisement fees or the penalties, as the case may be, shall be paid for each completed month from the date they become due. Any delay in payment of the authorized advertisement dues shall be levied with interest charges at a rate of eighteen percent (18%) for the delayed payments.

Illustration: If an advertisement rightfor an authorized advertisementis assigned on 17.5.2023 by way of signing of the Agreement, then the Effective Date for advertisement feepayment shall be 17.11.2023 and its first month's payment shall be made for the first month completed on 17.12.2023 and secondmonth completed on 17.01.2024 and so on. In case no payment is made by24.12.2023 (completion of 7 days beyond the deadline for payment), then interest at the rate of 18% shall be charged for delay for first monthly payment and so on.

(xvii) Any arrears or unpaid demand for the advertisement from either a licensed advertiser or anyone who is liable to pay the advertisement fee or penalty or interest, if it remains unpaid despite becoming due, shall be recovered mutatis mutandis in the manner prescribed for recovery of demand or arrears of property tax, including by seizure or distraint and distress sale of the moveable properties, attachment of bank accounts or immovable properties and distress sale of immovable properties of the person liable to pay the same. Such a defaulter shall be liable for criminal action under relevant sections of the Act.

(xviii) The CITY CORPORATION shall endeavor to bring the implementation and management of all advertising activities, issuance of licenses and approval or decision ONLINE, through appropriate software as expeditiously as possible. Once the same is done then all the relevant activities and actions specified under these Rules shall be done on and through the said software.

Note:

(i) Tenders for all advertisementdisplays in theCITY CORPORATION jurisdiction shall be invited and processed by the CITY CORPORATION.

(ii) the tenders shall be called by CITY CORPORATION as per suitable lots and sizes as decided by the Commissioner, in accordance with these Rules.

(xix) The ten percent of the advertisement time on each electronic display on a daily basis and for non-electronic display for such twenty days in a year for each hoarding as may be directed by the CITY CORPORATION or the Government in this regard,the advertisement license winner of any area or road or the circle shall put for advertisement serving public good, free of cost. Provided that no advertisement fee shall be liable to be paid for the period of advertisement and the quantum of the advertisement space actually used by the City Corporation or the Government under this Rule.

(xx) There shall be reservation for the Scheduled Castes and the Scheduled Tribes in assignment of the advertisement rights to do advertisements/displays on behalf of others as per percentage of population of the Scheduled Caste and Scheduled Tribe in the Greater Bengaluru Areaas per the latest National Population Census duly published by the Registrar General and Census Commissioner of India.

4. Licensed or registered advertisers.-(1)No person except the licensed or registered advertiser shall be allowed to undertake display of advertisements on behalf of other persons or agencies or participate in the public auction/tender for advertising rights on the roads or Circles that CITY CORPORATIONmay notify. These persons or agencies shall mandatorily enroll themselves as licensed or registered advertisers with the CITY CORPORATIONby furnishing the required information, documents, security, as may be determined by Commissioner and shall pay the license fee or registration fee and security deposit as may be determined by the Commissioner from time to time.

(2) Persons intending to entrust the work of displaying advertisement on their behalf shall not entrust it to anyone other than a licensed or registered advertiser under these Rules.

(3) A licensed or registered advertiser shall be awarded a road or a Circle or an area, duly notified by the Commissioner, through an open auction/tenderthrough e-procurement, conducted as per the Karnataka Transparency in Public Procurement Act, 1999 (Karnataka Act 29 of 2000), where the licensed or registered advertiser may display or cause to display the advertisements and he shall ensure that up-to-date and regular advertisement fee due thereon is paid to the CITY CORPORATION as per these Rules.

(4) The licensed or registered advertiser shall maintain proper record of advertisements displayed by him and produce the same whenever required for inspection by the Commissioner or Special/Additional Commissioner (Advertisements) or the Zonal Joint Commissioner or any other officer authorized by either of them, in this behalf.

(5) Any display of paid advertisement on behalf of or for others by anyone other than a licensed or registered advertiser shall be treated as unauthorized and shall be immediately removed and shall be liable for further action under these Rules, including filing of criminal case under section 319 and other relevant provisions of the Act.

5. Grant of license.-(1)Every application for a license to an agency for registration shall be made to the Commissioner in Form-I with required enclosures, along with the challan for payment of registration or license fee of rupees five lakhs for a term of five years. The registration or the license fee may be revised from time to time by the Commissioner and he may create different categories of licensed advertisers and specify different license fees applicable to be paid by them.

(2) The License shall be issued in Form-II.

(3) The period of license shall be for five years:

Provided that it may be extended from time to time for a further period of five years at a time upon payment of Rupees Five Lakhs.

(4) The License or Registration in any one City Corporation in the Greater Bengaluru Area shall be valid across the whole Greater Bengaluru Area and a licensee need not take separate Licensefrom or Register witheach City Corporation.

(5) The Applicant may appeal against decisions of the Commissionerwith respect to licensing or registration, to the Advertisement Regulatory Committee constituted under these Rules.

(6) The Commissioner shall cause to maintain a comprehensive register showing the licenses or permissions issued under the Act and these Rules. The issue of licenses and permissions for advertisements shall be through a

zerophysical contact, online single window system with live updation, which shall be established within ninety days from the date of these Rules coming into effect. The online single window system shall also contain the aforementioned register showing the licenses or permissions issued and the same shall be continually updated and shall be made available for unrestricted public viewing.

(7) The licensed or registered advertiser already registered under any of the previous Rulesshall be deemed to be registered or licensed under these Rules.

Provided that in case any license or registration is more than three years old, the same shall be renewed within three months from the date of these Rules coming into force, failing which the said license or registration shall be deemed to have expired.

Provided that, the Commissioner may specify that application and grant of licenses shall be ONLINE through software, whereafter the same shall be the mode to apply and obtain the advertisement licenses.

(8) The Commissioner, in consultation with the Chief Commissioner Greater Bengaluru Authority, may increase the License or Registration fee not exceeding five percent in a year. Provided that the rate shall be the same across all the City Corporations in the Greater Bengaluru Area.

(9) Notwithstanding anything contained in these rules or any other rule, the Commissioner may, in the public interest, authorize Department of Information and Public Relations (DIPR) to float tenders for Public-Private Partnership (PPP) projects involving advertisement rights on the City Corporation infrastructure, subject to the conditions as may be mutually agreed upon between the corporation and DIPR. In such cases, the advertisement rates and upset prices shall be fixed in accordance with the rates specified in these rules, and any subsequent revisions thereto.

6. Refusal to grant license.-(1) The Commissioner shall refuse to grant license to an agency where,-

(i) the individual or agency, any of its directors, owners or promoters has been debarred from the display of advertisement by the Government or any Corporation or by any agency owned and/or controlled by the Government;

(ii)the individual or agency, its directors, owners or promoters are in arrears of payment of any dues to the CITY CORPORATION;

(iii) the authorized signatory of the agency has earlier been the authorized signatory of any company which is in arrears of payment of any dues to CITY CORPORATION; or

(iv) it is in unauthorized occupation of the immovable property of the CITY CORPORATION or the Government.

7. Public auction or calling for tender for grant of advertising rights for notified road stretches, circles and areas.-(1)The Special Commissioner in-charge of advertisements shall cause to put to public auction or call for tender, the road stretches, circles and other areas or locations within the limits of CITY CORPORATIONas notified by the Commissioner, for grant of advertising rightsin accordance with the provisions of the Karnataka Transparency in Public Procurement Act, 1999 (Karnataka Act 29 of 2000) and rules made thereunder.

(2) Only a licensed or registered advertiser who has a valid License or Registration from the City Corporation is eligible to participate in the auction/tenderas per procedure available for tender in e-Procurement Portal of Government of Karnataka. Provided that the Corporation shall prescribe such turnover and other requirements as per standard tender guidelines issued in this regard by the Finance Department from time to time.

(3) A licensed or registered advertiser shall not be eligible to participate in auction /tender in case he has unpaid over dues for advertisement or ground rent or any other advertisement related dues of the CITY CORPORATION. In this Regard the bidder or the license holder shall upload "No due certificate" from the advertisement section of the CITY CORPORATION stating that the agency/person/firm/proprietor /has no over dues from Advertisements or related dues.

(4) There shall be a fixed minimum amount of the advertisement fee for each such road stretch or Circle or the area put to auction/tender called the Minimum Upset Advertisement Fee. No auction/tender bid below the said advertisement fee for the said road or circle or the area, as the case may be, shall be accepted.

(5) The minimum upset Advertisement Fee for a road or a circle or an area shall be calculated by multiplying the rate per square meter or per square foot for the advertisement on the said road or circle or the area, with the total potential area available for advertisement therein. The road or circle or area wise per square meter or foot rate shall be as given under**Schedule-II**. The Table in Rule 3 gives the potential for a given length of a road or a circle or an area.

Illustration:A Road of 83 feet width which is more than 24 meters and 3 km length and has a rate of Rs.50/- per square foot per month as per Schedule-II. Then as per Table in clause (iii) of Rule 3, for this 83 feet road, the maximum allowed paid advertisements are 1000 sq ft per 200 meter length. Therefore, for 3km road length it would be 3000/200x 1000 = 15000 sq.ft. permissible paid advertisement. The minimum auction advertisement fee shall be Rs.50 x 15000 = Rs. 7.5 lakh per month for the said road.

(6) A single bidder may bid for as many road stretches or circles or areas as he wishes. Sub-letting shall not be permitted.

(7) The auction/tender shall be done for each individual road stretch or circle or area or in such suitable lots as may be notified by the Commissioner and the

bidder who bids the highest per month advertisement fee rate shall be the auction winner.

(8) The auction/tender winner shall givePerformance Bank Guarantee (PBG) from a Schedule Commercial Bank or Surety Bond by a General Insurance Company duly licensed from the Insurance Regulatory & Development Authority (IRDA),equal to six months'winning monthly payable advertisement fee amount as Performance Security to the concerned CITY CORPORATION**.**

(9) The above prescribed PBG or Surety shall be given within 30 days ofdate issuance of the Letter of Intent, failing which the bid shall stand rejected for default and the bidder shall be treated as a defaulter and the EMD shall automatically stand forfeited, without any encumbrance on the road or circle or the area to the concernedCITY CORPORATION for the default. Such a defaulter bidder shall be barred from bidding for a period of three years from the date of forfeiture of the deposit amount/EMD.

Provided that the license of any licensed or registered Advertiser who defaults in giving the PBG OR SURETY after winning the bid within the prescribed time limit, shall be suspended and in case he fails to show cause within 30 days of suspension, the license shall be cancelledand the licensed advertiser shall be barred from obtaining license for a period of three years.

(10) The advertisement for auction/tender shall contain details such as type of auction/tender (online or physical), venue (if applicable), application fee, details of the road or circle or the area being put to auction/tender for advertisement rights, the quantum of area that would be available for commercial advertisement and the Minimum Auction Upset Advertisement Fee, contact details of the Auction/tender Nodal Officer and the advertisement for auction/tender shall be issued at least fifteen days in advance from the date of auction/tender, in at least one English and one Kannada newspaper with wide circulation in Bengaluru and Karnataka. The copies thereof shall be pasted in the concerned CITY CORPORATION head office, all the Zonal Office and all the offices of the Regional and Assistant Regional Officers for display in their respective office Notice Boards. The advertisement shall also be put on the concerned CITY CORPORATION website. The auction/tender shallbe on e-Procurement portal of the Government.

(11) The final auction/tender winner shall be notified in terms of the application number and name and other details of the applicant through a Letter of Intent and also as per the e-Procurement Portal system in this regard.

(12) The Special Commissioner in charge of advertisements shall make detailed proceedings of the auction/tender with the name and all relevant details of the auction/tender winners for each road stretch or the circle or the area, as the case may be, and submit to the Commissioner/Tender Accepting Authority as per KTPP Act for approval and the agreement shall be entered into with the auction/tender winner by the Special Commissioner in charge of advertisements,

after the said approval and payment of Security Deposit and fulfillment of other terms & conditions of the Letter of Intent.

(13) The advertisement fee as per the winning bid amount shall be paid every month and any default therein shall be dealt with as per the provisions of these Rules.

8. Advertisement on public infrastructure, Legacy Advertisements and existing public-private-partnership and other agreements or permissions.- (1)Notwithstanding the assignment of advertisement rights as per rule 7 or other rules for a road or an area or a Circle, the right to display advertisement on public infrastructure may be assigned independently, by way of a separate public auction/tender or through a Public Private Partnership, including BOOT/BOT or other modes therein, in due compliance of the Karnataka Transparency in Public Procurement Act, 1999 (Karnataka Act 29 of 2000) and rules made thereunder.

(2) The advertisement space allowed under this Rule for public infrastructure shall not be counted for the purpose of calculating the upper limit on the area permitted for display of advertisements to a bid winner under Rule 7 of a road stretch or a circle or an area where such public infrastructure exists or may come up.

(3) Hereinafter, an auction/tender for creation of anew public infrastructure in lieu of the advertisement rights, the advertisement fee shall be payable at a rate not less than the minimum Advertisement Fee or rate for the said road or circle prescribed under Schedule-II.

Provided that in case the bidding parameter in case of a new PPP project for creation of a public infrastructure is the advertisement fee itself then the bid-winning advertisement fee amount shall be discovered through a Karnataka Transparency in Public Procurement Act, 1999 (Karnataka Act 29 of 2000) compliant procedure whichshall not be less than the minimum Advertisement Fee for the said road or circle prescribed under Schedule-II.

(4) The subsisting right to advertise on public spaces/places orinfrastructure already assigned to persons or agencies, including in Public Private Partnership (PPP) Projects, with due approval of the City Corporationor the BBMP, before promulgation these Rules, are hereby saved.

The said person or agencyshall hereinafter, unless specifically exempted from payment of the advertisement fees in the Agreement itself or a specificallydifferent advertisement rate is prescribed in the Agreement itself; be liable to pay to the concerned City Corporation the advertisement fee at the rate equal to minimum advertisement fee in Schedule II.It is clarified that in this context the advertisement rates payable for any period before the promulgation of these Rules shall be as were prescribed in the relevant Bye Laws or the Rules applicable at the relevant time.

(5) In determining the concession period or any other transparent criteria, as may be adopted for the assignment of the bid to a PPP or public infrastructure tender along with the advertisement rights, the expected revenue returns, cost of infrastructure, maintenance and the period of concession and amount that the bidder bids for the concession, if any, shall be taken into consideration. The expected Internal Rate of Return and Net Present Value that accrues to the bidder shall be evaluated as part of technical evaluation of a Public Private Partnership project or for assignment of the advertisement right on any public infrastructure in a KTPP Act complaint evaluation.

(6) The following categories of public infrastructure may be used for display of paid advertisement on commercial considerations, namely:-

(i) Metro infrastructure such as piers, viaduct and outside of stations and depots;

(ii) Travel and Transit Management Centers;

(iii) Bus shelter;

(iv) Foot over bridges or skywalks;

(v) Public Toilets including e-Toilets;

(vi) Public Dustbins at suitable spots/areas.

(vii) Electric Vehicle Charging Stations and Traffic Police Chowki; and

(viii) any other Public Private Partnership project creating public infrastructure.

(ix) Any tender for creation of a public or civic infrastructure along with which the advertisement rights are assigned.

(7) In case of the existing authorized Advertisements which are in valid contract period or legacy advertisements which had permission issued by the BBMP and paid advertisement taxes:-

(i) A Legacy Advertisement or a hoarding on an individual spot which (a) was allowed on a private property in writing by the BBMP under the *BBMP Advertisement Bye Laws 2006* (b) have paid advertisement tax at least until 31.12.2015 (whereafter the BBMP stopped renewals) or until it continued to display – whichever is later and (c) either had a permission to display valid beyond 31.12.2015 or had applied for online renewal in response to BBMP newspaper advertisements dated 06.08.2015 or 09.10.2015and have a proper acknowledgment of the same;shall be given One Time Opportunity (OTO) to apply for permission within 3-months of the date of notification of these rules for such a hoarding or Legacy Advertisement. There shall be no unpaid advertisement tax or fee arrears on the said advertisementwhich is sought to be restarted and No-Dues-Certificate shall be obtained from the Advertisement Section of the City Corporation.Such an application shall be

examined and approved as per eligibility by the Commissioner of the concerned City Corporation and upon shall be allowed to display commercial advertisements for a period of5-years from the date of issuance of the approvalorder.

Provided that, after 5-years the same shall be discontinued.

Provided further, that upon approval, the advertisement shall be displayed as per the size, height and ground clearance and other requirements as prescribed under these rules.

(ii) This OTO window shall be for a period of three months from the date of final notification of these rules.

(iii) the advertiser shall apply in Form-IV within three months of these Rules and obtain the approval for display of the advertisement in Form-IVA and any application in this regardafter three monthsshall not be entertained and action shall be taken thereon as specified under these Rules for unauthorized advertisements if any structure or advertisement is erected or exists;

(iv) All these advertisements shall be liable to pay advertisement fee at the rate prescribed under Schedule II for the said road or circle or area or the rate obtained for such a road or circle or area in a tender under Rule 7 – whichever is higher of the two. Provided that the advertisement rates payable for any period before the promulgation of these Rules shall be as were prescribed in the relevant Bye Laws or the Rules applicable at the relevant time. Provided that any revision of the minimum Advertisement Fee or the Bid Rate for the location shall be liable to be paid from the date of such a revision. The monthly advertisement fee shall be chargeable from the date of issuance of the approval of under the OTO by the City Corporation Commissioner. Therefore, the first payment of monthly advertisement fee shall be done for the first month immediately upon completion of one month from the date of order allowing the advertisement under this OTO. Non-payment of the monthly advertisement fee shall result in automatic cancellation of the permission upon completion of 30-days after the date on which the monthly advertisement fee becomes liable to be paid. The display and related infrastructure, for such cancelled advertisement, if not immediately removed by the owner thereof, shall be removed or demolished by the City Corporation and the cost thereof recovered from the person in whose name the approval was issued.

(v) The Legacy Advertisement permitted to be displayed under this Sub-Rule shall give Performance Bank Guarantee (PBG) from a Schedule Commercial Bank or Surety Bond by a General Insurance Company

duly licensed from the Insurance Regulatory & Development Authority (IRDA), equal to six months' monthly payable advertisement fee amount as Performance Security to the concerned CITY CORPORATION.

(vi) These advertisements allowed under OTO shall not be counted for purpose of calculating the upper limit of advertisement area permitted for display of advertisements under Rule 7.

(vii) The Self Advertisement based permissions obtained for the LED display under any of the previous Advertisement Bye Laws and which are presently valid and within their permission period, shall be given One Time Opportunity (OTO) to convert the same to Commercial Advertisement hoarding. This OTO window shall be for a period of three months from the date of final notification of these Rules. Provided that there shall be no unpaid advertisement tax or fee arrears as on date of notification of these Rules on the said LED which is sought to be converted into a commercial hoarding and No-Dues-Certificate shall be obtained from the Advertisement Section of the City Corporation. Such an application once approved as per eligibility by the Commissioner of the concerned City Corporation, shall be allowed to display commercial advertisements for a period of5-years from the date of order of approval.

Provided that after 5-years the same shall be renewed with the permission of the Commissioner for a maximum of another period of 5- years (taking total period under this provision to a maximum of ten years) at the rates prescribed in Schedule II as may be revised from time to time.

Provided further that upon approval, the advertisement shall be displayed as per the size, height, and ground clearance and other requirements as prescribed under these Rules.The person obtaining the Commercial Advertisement rights under the OTO for such an LED display shall pay to the concerned City Corporation the Advertisement Fee atthe rate as prescribed in Schedule II and as may be revised from time to time. Provided that any revision of the minimum Advertisement Fee or the Bid Rate for the location shall be liable to be paid. The monthly advertisement fee shall be chargeable from the date of issuance of the approval of commercial advertisement under the OTO. Therefore, the first payment of monthly advertisement fee shall be done for the first month immediately upon completion of one month from the date of order allowing the commercial advertisement under the OTO. Non-payment of the monthly advertisement fee shall result in automatic cancellation of the permission upon completion of 30-days after date on which the monthly advertisement fee becomes liable to be paid. The LED display and related infrastructure, for such cancelled commercial advertisement,if not immediately removed by

the owner thereof, shall be removed or demolished by the City Corporation and the cost thereof recovered from the person in whose name the approval was issued.These advertisements allowed under OTO shall not be counted for purpose of calculating the upper limit of the advertisement area permitted for display of advertisements under Rule 7. The advertiser shall apply in Form-IV within three months of these Rules and obtain the approval for display of the advertisement in Form-IVA and after three months any application in this regard shall not be entertained. The commercial LED advertisement permitted to be displayed under this Sub-Rule shall give Performance Bank Guarantee (PBG) from a Schedule Commercial Bank or Surety Bond by a General Insurance Company duly licensed from the Insurance Regulatory & Development Authority (IRDA), equal to six months' monthly payable advertisement fee amount as Performance Security to the concerned CITY CORPORATION.

9. Information as to erection or display of any paid advertisement by the licensed or registered advertiser and approval thereof.-(1) Every licensed or registered advertiser who has been assigned paid advertisement rights over any road or circle or an area shall inform and apply in writing or throughonlinesystem,-

(a) prior to every erection of any new or fresh infrastructure for advertisement or display by him in Form-III; and

(b) for renewal of an existing advertisement which was previously approved as a new advertisement under clause (a),in Form-VI;

to the Special Commissioner In-charge of the Advertisements:

(2) The Special Commissioner In-charge of Advertisements shall approve or reject the same within fifteen days from the date of receipt of application:

Provided that in case no order to either approve or reject is issued within fifteen days of the receipt of application from the advertiser, the same shall be deemed to be approved. The approval in such a case shall be automatically and digitally signed and issued by the software once the same is rolled out and until then the advertiser may act on the "deemed approved" clause without waiting for the manually signed approval.

Note: This clause applies only to a licensed advertiser who has been duly allotted a stretch of road or circle or an area under these Rulesand with respect to advertisements on the said road stretch or circle or area.

(3) The approval of the application for fresh or new advertisement shall be concerned Form and rejection thereof shall be in concerned Form. The approval of the application for renewal of an existing advertisement shall be in Form VI-A and rejection thereof shall be in Form VI-B.

(4) Every application under clause (1) shall,inter-alia, contain the following, namely:-

(i) a plan of the advertisement to be erected or displayed indicating the height and other dimensions and the material proposed to be used as approved by a qualified Engineer;

(ii) a No Objection Certificate and Agreement copy from the owner of the land or building where the advertisement is to be erected in a private land or building or a no objection certificate and/or agreement from the concerned State or Central Government Department, if the advertisement is to be erected on the land of the State or Central Government or a no objection certificate from the Commissioner of the concerned CITY CORPORATIONor his authorized officer if the advertisement is to be erected on concerned CITY CORPORATION land or building:

Provided that, in respect of the State and Central Government land or building, the no objection certificate shall be issued by an officer not below the rank of an Assistant Executive Engineer.

NOTE: The advertisement fee payable to the concerned CITY CORPORATION is only for the rights to do advertisements for or on behalf of others. No right whatsoever accrues to such an advertiser merely by virtue of payment of advertisement fee to concerned CITY CORPORATION to erect or display any advertisement on any property or land or plot falling on the assigned road or area or circle without independently taking permission of the owner thereof and entering into a proper agreement for the same. The moneys payable to the owner of the property or land for such a usage by the licensed advertiser shall be over and above the advertisement fee payable to concerned CITY CORPORATION and are shall be decided between the licensed advertiser and the property owner.

(iii) a Google Map and Dishaank Map indicating the proposed location of the advertisement, along with the latitude and longitude of the location;

(iv) structural stability certificate and the Occupancy certificate of the building (wherever obtaining an occupancy certificate for such building is mandatory), in case of the advertisement proposed for erection on any existing building; and

(v) Commercial advertisements on any B-Register property is not allowed.

(5) Any advertisement erected or displayed without prior information in accordance with this Rules shall be treated as unauthorized and liable for penalty at twice the per square foot rate over and above the monthly advertisement fee payable andthe advertisement shall be immediately removed, as specifiedin these Rules.

(6) The advertising agency shall put its particulars and permission or approval number with a QR-Code, in a manner as may be specified by the concerned CITY CORPORATION on the advertisement, failing which the advertisement shall be treated as unauthorized and shall be removed immediately and shall be liable to pay penalty at twice the per square foot rate.

(7) Any change of location of display including Legacy Advertisement Bill boards by an advertiser, within his assigned area if applicable, may be done following the same process as is given in clauses (1), (2) and (3).

10. Appeal and Revision.–(1)Any appeal against any decision or order by the Joint Commissioner under these Rules shall lie to the Special/Additional Commissioner in-charge of advertisements in a City Corporation and from his orders to the Commissioner. The revision on any decision of the Commissioner shall lie with the Advertisement Regulatory Committee.

(2) The procedureto be followed in appeal shall be as follows, namely:-

(i) appeal shall be filed with the copy of the order appealed against within thirty days from the receipt of the order of an authority or when the course of action arose, whichever is later along with appeal fee as may be specified by the concerned CITY CORPORATION:

Provided that no appeal shall be admitted with respect to a demand notice issued for payment or recovery of advertisement fee and/or interest or any penalty, unless the appellant makes a prior deposit of at least fifty percent of the demanded amount with the concerned CITY CORPORATION.

Provided further that in case of appeal being successful resulting in refund either in part or full of the already deposited amount, the same shall be immediately refunded by the concerned CITY CORPORATION or adjusted against any other pending or future advertisement fee or other levies.

(ii) for sufficient cause, the appellate authority at his discretion may condone delay of filing the appeal up to thirty days;

(iii) Appellate authority shall, as far as possible, decide the appeal within four weeks; and

(iv) during the pendency of appeal in any forum, the hoarding owner or license holder shall not display any advertisement on the concerned hoarding.

11. Renewal of License.-Every license granted under these Rules may be renewed three months before its date of expiry and in case it has already expired then immediately. The application for renewal of license shall be made to the Commissioner in Form-I three months before the date of expiry of the license and the provisions applicable to the grant of license shall mutatis mutandis apply to the renewal of license. The fee and security deposit specified for license shall be applicable for renewal also.

12. Manner of display of advertisement on vehicles/mobile displays.-

(1) No advertisement shall be displayed without the written permission of the Commissioner or his authorized officer, which shall be obtained after submitting an application in the Form-V for Mobile Displays to the Advertisement department of the concerned CITY CORPORATION(or through online system). The maximum size shall be as specified in these Rules-laws. The approval shall be issued in Form-VA and rejection with reasons in Form V-B.

(2) No vehicle carrying the advertisement shall display any advertisement in a manner, form or method different from that which is approved by the Commissioner:

Provided that the same shall in be in due conformity with the Motor Vehicle Act, 1988 (Central Act 59 of 1988) and rules made thereunder.

(3) No Mobile display shall be allowed to be parked within ten meters of any road-over-bridge, road-under-bridge or fly-over or traffic junction.

(4) Agencies displaying advertisements on other mobile media like BMTC buses or other vehicles belonging to the Government or Semi-Government or private organizations shall submit the list of vehicles along with registration numbers of the vehicles before displaying advertisement and the intended period of display to the Advertisement Department of the concerned City Corporations. The Application shall be accompanied with a letter of no-objection from the owners of the vehicle (e.g.BMTC) giving the number of vehicles and the period of display applied for. The City Corporation shall then compute the taxes applicable and inform the same in writing to the agency. This information may be submitted by the owner of the vehicle also and the advertisements fee to be paid may be paid either by the vehicle owner or the advertiser.

(5) Advertisement fee shall be due immediately upon according of permission in this regard and the advertiser or the owner of the vehicle shall be liable to pay the advertisement fee and the same shall be deposited within seven days the demand becoming due for each month. In case of default in payment of the advertisement fee, the same becomes recoverable as per provisions for recovery of advertisement fee with interest under these Rules.

(6) The vehicles permitted to display advertisements as per this Rule–law shall mandatorily display the permission order with its number and the name of the agency, in the manner as specified in these Rule–laws.

(7) Mobile advertisements shall include vehicles carrying the products of manufacturers. However, in such cases, the advertisements shall be treated on par with self – advertisements:

Provided that, such self-advertisement shall require the prior permission of the Commissioner and the rate of advertisement fee will be on par with that of mobile advertisements.

(8) Mobile advertisements may, at the discretion of the Commissioner, be refused if in his opinion, these lead to traffic congestion or disruption or the locations applied for are in congested commercial places.

13. Prohibition of erection, exhibition, fixation andretention of display of advertisement without permission.-No person shall erect, exhibit, fix or retain upon or over any land, building, wall, hoarding, frame, post, kiosks, structure, vehicle, neon-sign or sky-sign, any advertisement or display to public view in any manner whatsoever in any place within the jurisdiction of the concerned CITY CORPORATION without the prior written permission of the Commissioner:

Provided that the same may be accorded by the such authorized officer as specifically delegated by the Commissioner by an order in this regard.

14. Prohibition of erection, exhibition, fixation, retention of display of advertisements.-(1)The erection, exhibition, fixation or retention of display of the following advertisements shall be prohibited, namely:-

(1)within fifty meters from religious places, measured along the roads, on which temples, mosques, gurudwaras, churches and other such religious places are situated and hundred meters from religious places on roads leading exclusively to temples, churches, mosques and gurdwaras, unless there is specific NOC from such an institution for such a commercial advertisement.

(2)within five meters of the edge of any fly-over, railway over-bridge, elevated corridor, communication tower and buildings and within fifteenmeters from BWSSB water tank and transmission tower over land;

(3) on any other street, road, crossing, junction, place, area, locality or part thereof as may be decided by the Commissioner from time to time, in public interest for reasons to be recorded in writing;

(4) in the World Heritage areas;

(5) in national parks, forests and water bodies;

(6) in areas classified as remnant endangered regional ecosystems;

(7) any advertisement which may cause damage to the amenities or obstruct the view of any historic public building or buildings of national importance, monument etc.;

(8) advertisement which may cause distraction to motorists thereby endangering public safety;

(9) advertisements which may interfere with, obstruct the view of, or may be confused with any authorized traffic sign, signal or device because of its position,

shape or colour, including signs illuminated in red, green or amber colour to resemble a traffic signal, and advertisement which make use of words STOP, LOOK, DETOUR, DANGER, CAUTION, WARNING, or such other word, phrase, symbol or character in a manner that misleads, interferes with, or confuses with authorized traffic message;

(10) advertisement proposed at any of the prohibited places including those listed in Schedule-1:

Provided that the Commissioner may add more areas or spots or locations to Schedule-1 as deemed necessary.

(11) display of posters, graffiti or any other form of advertisement that may lead to disfigurement and compromise the city aesthetics;

(12) advertising in any manner or cause to be advertised, through any advertisement stuck, nailed, tied, attached, fixed or in any other manner on any tree;

(13) carrying of advertisement on animals, animal drawn vehicles or carriages or using live animals to advertise; and

(14) the Negative list of advertisement includes the following namely:-

(a) Nudity;
(b) Racial advertisements or advertisements propagating caste, community or ethnic differences;
(c) advertisement promoting drugs, alcohol, cigarette or tobacco items;
(d) advertisements propagating exploitation of women or child;
(e) advertisement having sexual overtone;
(f) advertisement depicting cruelty to animals;
(g) advertisement depicting any nation or institution in poor light;
(h) advertisement casting aspersion of any brand or any person;
(i) advertisement banned by the Advertisement Council of India or by law;
(j) advertisement glorifying violence;
(k) destructive devices and explosives depicting items;
(l) lottery tickets, sweepstakes entries and slot machines related advertisements;
(m) any psychedelic, laser or moving displays;
(n) advertisement of weapons and related items (such as firearms, firearm parts and magazines, ammunition etc.,);
(o) advertisements which may be defamatory, trade libelous, unlawfully threatening or unlawfully harassing;
(p) advertisements which may be obscene or contain pornography or contain an "indecent representation of women" within the meaning of the Indecent Representation of Women (Prohibition) Act, 1986 (Central Act 60 of 1986);
(q) Advertisement linked directly or indirectly to or include the description of items, goods or services that are prohibited under anyapplicable law for the time being in force, including but not limited to the Drugs and

Cosmetics Act, 1940 (Central Act 23 of 1940), the Drugs And Magic Remedies (Objectionable Advertisements) Act, 1954 (Central Act 21 of 1954)and the Indian Penal Code, 1860 (Central Act 45 of 1860); or

(r) any other items considered inappropriate by the Advertisement Regulatory Committee.

(2)Whether any advertisement falls under above Clauses or not shall be decided by the Special/Additional Commissioner (Advertisements) or the Zonal Joint Commissioner.

15. Restrictions on display of the hoardings and advertisements.-(1)No hoarding shall be permitted at intersection for a distance of ten meter from the stop line of each approach road.

(2) No hoarding shall be permitted in the compulsory open space required to be maintained under the provisions of the Act, rules andRulesmade thereunder, including publicrecreation grounds, playgrounds, parks and gardens.

(3) No hoarding shall be permitted on buildings of archaeological, architectural, aesthetical and historical and heritage importance.

(4) No hoarding shall be permitted in river beds, lakes and water bodies.

(5) The advertisements which are erected or displayed in violation or otherwise are in violation of any Pollution Control norms or orders of the Competent Authorities in this regard are not permitted and shall be liable to be removed and also shall be liable for action as per the laws,rules and orders, for time being inforce.

(6) In case of illuminated or neon-sign hoardings following restrictions shall be imposed, namely:-

(i) the level of luminance shall not exceed a source limit of 1rd/cm square and Illumination shall not be continued after 11:00p.m.in residential areas or such hours as Commissioner may order.

(ii) the neon-signs in residential premises shall not be flickering;

(iii) no video or moving digital advertisements shall be allowed and LED Displays etc. shall be still only changing of images after minimum ten seconds shall be permissible.Provided these stipulations may be suitably modified with the approval of Advertisement Regulatory Committee.

(7) No advertisement shall be permitted on the traffic lights or High Mast lights or street lights or electric poles on the roads or circles.

(8) No hoarding shall be permitted which may obstruct the light or ventilation of any premises.

(9) Any advertisements erected on any land or building which are visible from public spaces or to public at large shall be governed by these Rules

(10) No hoarding shall be permitted on the walls other than dead walls of any building except wrap up neon or digital advertisements subject to other provisions of the Act and these Rules.

(11) No diesel generator sets shall be allowed to illuminate hoardings as they create noise and air pollution.

(12) No hoarding shall be erected to a height exceeding 30.0 meters above the road level.

(13) There shall be no hoarding or advertisement on footpathunless it is permitted by the City Corporation for the benefit of the pedestrians using thefootpaths without causing any hinderance or annoyance to the footpath users.

(14) No hoarding shall be projected onto a public road.

(15) Display of advertisement by means of wall painting shall not be permitted.

(16) Clubbing of the hoardings shall not be allowed except as “V” structure.

(17) No hoarding shall be permitted in the following conditions, namely:-

(a) any hoarding erected in such manner and at such place, which may cause obstruction or interference with the visibility of approaching, merging or intersecting traffic;

(b) the hoarding which may obstruct the vision of the sunrise or sunset from a location designated by the Governmentfor such vision;

(c) the building, where action under the Act or under the Karnataka Town and Country Planning Act, 1961(Karnataka Act 11 of 1963) is pending either at concerned CITY CORPORATION level or in a court of law or the owner of the building has been issued with a stop work notice under any law;

(d) the building, which has been declared dangerous (partly or fully) or has been issued with a notice under the Act;

(e) an advertisement which may offend public moral and decency shall not be permitted. If the Commissioner is satisfied that the contents of display there of violates norms of public normality and decency, the agency shall forthwith remove the display, after receipt of such intimation in writing;

(f) an advertisement which is in such form as it may obstruct the path of pedestrians and obstruct their visibility;

(g) an advertisement which is likely to affect any local amenity;

(h) an advertisement which may obstruct the visibility of any existing advertisement; and

(i) if the hoarding or advertisement is not designed and constructed in accordance with building and fire codes.

16.Removal of advertisements or displays.-(1) In case of prohibited or unauthorized advertisements and displays,-

(i) no advertisement or display or its infrastructure which is prohibited or without valid permission or otherwise violates any of the provisions of these Rule - laws shall be erected or continued to be displayed;

(ii) if the same comes to the notice of the concerned CITY CORPORATION or the Special/Additional Commissioner or Zonal Joint Commissioner or the Zonal Deputy Commissioner, it shall be removed or demolished by thesaid officer if not removed even after a written notice of seven days in Form-VII:

Provided that any unauthorized erection or display of advertisement on road or footpath or any land or property owned by the Government or concerned CITY CORPORATION or any Government owned Public Sector Unit or agency may be removed or demolished immediately without any written notice.

(iii) In case of illegal or unauthorized advertisements or displays or flexes or banners, apart from being removed or demolished, both the persons responsible for erecting the sameandthe persons on whose private property such illegal or unauthorized advertisements or displays or flexes or banners have been erected, shall be liable for criminal action under the applicable laws – including under the Karnataka Open Places (Prevention of Defacement) Act 1981, the under the Greater Bengaluru Governance Act 2024, Bhartiya Nyaya Samhita, Prevention of Destruction and Loss of Property Act, 1981, Prevention of Damage to Public Property Act, 1984.The violation of the provisions of the Greater Bengaluru Act 2024 or these Rules, without prejudice to the liability and action under any other law & these Rules, shall be punishable as an offence under section 223 of Bhartiya Nyaya Sanhita.

(iv) apart from the removal or demolition, in case of private lands or properties, the owner of the property or land where infrastructure for unauthorized advertisement was created or unauthorized advertisement was displayed, is liable to pay penalty at the rate that is twice the rate fixed in auction/tender for the said road or circle or area:

Provided that where no such rate has been fixed then at twice the rate fixed in auction/tender for the nearest road or circle or area or twice the Minimum Advertisement Fee fixed for the said road or circle or area, whichever is higher.

(v) the recovery of penalty shall be together with the cost of removal of the unauthorized advertisement infrastructure and the advertisement or display;

(vi) the penalty shall be liable to be paid from the date of erection of infrastructure to display the advertisement:

Provided that the concerned CITY CORPORATION reserves the right to recover the above dues for the unauthorized advertisement from the advertiser instead of the owner.

Provided further that, the advertiser may be blacklisted from obtaining license for advertisement from the concerned CITY CORPORATION and in case he already has a license, then his license shall be immediately suspended and then shall be cancelled after issue of seven daysnoticein Form-VII.

(2) in case of authorized advertisement in default of payment ofadvertisement fees orinterest,-

(i) any non-payment of advertisement fees or the interest as per the provisions of theseRules for advertisement or its infrastructure which is otherwise erected or displayed with permission or in accordance with these Rules, shall attract an interest at a rate of eighteen percent per annum for the period of the delay in payment. The method of calculation of delay shall be as specified under Rule 3;

(ii) in case of default in payment, the Special/Additional Commissioner In charge of Advertisements in a Corporation or the Joint Commissioner shall issue a Defaulter-Demand-cum-Show Cause Notice in Form-VIII demanding the payment of the advertisement dues and the applicable interest and penalties, if any;

(iii) the advertiser shall comply with the Defaulter-Demand-cum-Show Cause Notice or reply giving cause within seven days from the date of its receipt;

(iv) the Special/Additional Commissioner In charge of Advertisements in a Corporationor the Zonal Joint Commissioner or the Officer so authorized by the Commissioner, as the case may be, shall give an opportunity to hear the advertiser and pass the order, in not more than twenty days from the date of issuance of the original Defaulter-Demand-cum-show-cause notice;

(v) the advertiser shall comply with the order immediately and in case the advertiser fails to comply with the order, then the concerned officer shall cause it to be implemented including the removal of the advertisement and/or recovery of the dues;

(vi) the approval or assignment of the advertisement rights in favour of such a licensed advertiser shall be immediately suspended and his license shall be cancelled after issuing a sevendaysnoticein Form-VIII and order issued thereupon and he shall be blacklisted by the concerned officer who initiated the action;and

(vii) in case of failure to pay the advertisement fee, penalty, interest etc.within fifteen days of the order in this regard, the same may be recovered along with the cost of such a removal, from the advertiser or the owner of the property or land as arrears of advertisement fee and in the manner specified for recovery of the same under these Rules.

17. Hoardings and their content criteria.-(1)For all categories of displays and advertisements, the text elements on an advertising or display device face should be easily discernible to travelling motorists to minimize driver distraction and a sign shall be quickly and easily interpreted so as to convey the required advertising or display message to the viewer and reduce the period of distraction.

(2) The content or graphic layout exhibited on advertising or display device panel shall avoid hard-to-read and overlay intricate type faces and have letter styles that are appropriate. Under no circumstances shall, the device containinformation in text sizes, which would necessitate the driver or passenger in a moving vehicle to stop, read and/or note down, which may be detrimental to the smooth flow of traffic and distracting for the driver.

(3) All signs shall be so designed as to maintain a proportion where, as a general rule, letters shall not appear to occupy more than twenty five percent of the sign area, unless otherwise permitted by the concerned CITY CORPORATION.

18. Advertisements or displays for which neither permission nor payment isrequired.-(1)The following types of advertisements, excluding illuminated

advertisements and sky-signs, shall not be required to obtain permission or make payment for the advertisement fees provided their size is within the limits prescribed under these Rules:-

(i) self-advertisements displayed within window of a building; or

(ii) self-advertisement or advertisement related to the trade or business carried on within the land or building upon or over which such advertisement is exhibited, or to sale or letting of such land or building or any effects therein or to sale, entertainment or meeting to be held upon in such land or building; or

(iii) advertisements or display related to the name of the land or building or occupier or owner, upon or over which the advertisement or display is exhibited; or

(iv) advertisement or display related to the own activities by any railways including metro or state transport or any Government owned agencies or departments; or

(e) advertisement exhibited inside the train or metro coaches.

(2) In case, the free advertisement exceeds the maximum permissible area permitted for an individual advertisement, the full advertisement shall become liable for payment of advertisement fee as specified under Rule 3.

19. Norms with respect to hoarding or billboard.-(1)It shall not be permissible to erect hoarding larger in size than as specified in Schedule-III.

(2) A minimum distance of two meters shall be maintained beyond the edge of the right of way.

(3) The advertisement along roads shall not be permitted within a distance of ten meters from the stop line of the approach road or junction except in commercially designated areas

(4) Sandwich (back to back) and 'V' shape hoarding having standard size shall be permitted.

(5) The structural framework supporting the advertisement board shall not be outsized compared to the permitted board size and shall be within tolerance

limits on either side laterally. No vertical tolerance shall be permitted except the columns up to the ground clearance. Any incremental deviation shall be deemed to be an increase in the size of the advertisement board against norms and breach of the terms and conditions of the permit.

(6) Construction fence may be allowed as no lit special advertising structure, temporary in nature, which shall be non-standard advertising field, subject to the height restriction specified in these Rules.

20. Inspection of advertisements.-The Commissioneror the Special/Additional Commissioner In charge of Advertisements in a Corporationor the Joint Commissioner or any officer authorized by them in this behalf shall make periodical inspection of advertisements erected and verify whether advertisements are being maintained in accordance with the conditions specified in the license. During such inspection, if it is noticed that the advertisements are not in accordance with provisions of the Act and these Rules and the conditions of the license, the Commissioner or Special/Additional Commissioner In charge of Advertisements in a Corporation) or the Joint Commissioner shall take such action as specified under these Rules.

21. Defacement of the sign or mark or letter of advertisement prohibited.-No person shall deface or cause to be defaced any sign or mark or letter or words, that shall have been put by the Commissioner on the advertisements erected, exhibited, fixed, retained or displayed in token of their having been permitted or approved by him and of the fee having been collected thereon. The same shall be handled as per provisions of the relevant laws in this regard.

22. Permission for free advertisement.-The Commissioner or Special/Additional Commissioner In charge of Advertisements in a Corporationor the Joint Commissioner may grant permission for free display of advertisements to any department or organization belonging to the Central or State Government or to the Greater Bengaluru Authority or the City Corporation in the Greater Bengaluru Area or any other Not-for-ProfitInstitution or organization or trust for displaying public interest messages, with reasonable restrictions and such other terms and conditions as may be decided by the Commissioner.

23. Advertisement Regulatory Committee.-(1) AnAdvertisement Regulatory Committee shall be constituted at the highest level to accord prior approval to advertisement agencies or sites or devices after rejection by the Commissioner or by the Competent Authority appointed by the Commissioner.

(2) The Committeeshall be the first stage of appeal for all rejected applications or for removal of devices order made by the Commissioner, which may endanger safety of the public.

(3) It shall meet once a month to monitor the compliance, enforcement and removal of unauthorized advertisement devices and those affecting the safety of the public.

(4) The Advertisement Regulatory Committee shall consist of the following members, namely:-

(i)	The Chief Commissioner, Greater Bengaluru Authority	Ex-officio Chairperson
(ii)	The Commissioner of Police, Bengaluru or his nominee not below the rank of Joint Commissioner of Police (Traffic)	Ex-officio Member
(iii)	The Managing Director, BESCOM or his authorized representative not below the rank of a Chief Engineer	Ex-officio Member
(iv)	Special Commissioner, Greater Bengaluru Authority as nominated by the Chief Commissioner GBA	Ex-officio MemberSecretary

Provided that, the Chief Commissioner, Greater Bengaluru Authority, may add, remove or change the members of the Committee.

24. Advertisement AdvisoryCommittee.-(1) AnAdvertisement Advisory Committee shall be constituted in order to have broad consultations and inputs from stakeholders.

(2) It shall meet once a quarterto discharge its functions.

(3) The Advertisement Advisory Committee shall consist of the following members, namely:-

(i)	Additional Chief Secretary/Principal Secretary Urban Development Department (in-charge of Bengaluru City)	Ex-officio Chairperson
(ii)	The Chief Commissioner, Greater Bengaluru Authority	Ex-officio Member

(iii)	A representative of the Advertisement Industry from the Registered Outdoor Advertisement Association	Member
(iv)	One Commissioner of the Bengaluru City Corporation (to be selected for a tenure of 1 year by rotation)	Member
(v)	2nd Commissioner of the Bengaluru City Corporation (to be selected for a tenure of 1 year by rotation)	Member
(vi)	Special Commissioner, Greater Bengaluru Authority (nominated by the Chief Commissioner, GBA)	Ex-officio Member Secretary

(4) In case of more than one Registered Outdoor Advertisement Associations, the Chief Commissioner, Greater Bengaluru Authority, shall decide the Association which will send its representative.

25. Maintenance of registers.-A register as in Form-IX shall be maintainedin Head Office, concerned CITY CORPORATION and by the respective Zonal Officer of concerned CITY CORPORATION regarding issue of license, permission etc., for erection of advertisement or hoarding and collection of fee and penalty in this regard.

26. Rules to be available online.-A copy of these Rules shall be available online, free of cost to citizens and a copy thereof shall be kept at the concerned CITY CORPORATION offices, including at the Head office, Zonal office, RO office, ARO office and Ward office and during office hours shall be open, free of charge for inspection by any person.

27. Removal of difficulties.-The Commissioner may issue suitable directions and clarifications on any aspect of these Rules and pass appropriate orders to remove difficulties in their implementation. The Forms attached with these Rules may be suitably modified or added and adopted for any purposes of these Rules with the approval of the Commissioner.

28. Repeal and Savings.-The Bangalore MahanagaraPalike(Advertisement)Bye-laws, 2024 are hereby repealed. Provided that such repeal shall not affect:

(i) (a) the previous operation of the said bye-laws or anything duly done or suffered thereunder; or

(b) any right, privilege, obligation or liability acquired, accrued or incurred under the said bye-laws.

(ii) any reference in any bye-laws or order to the bye-laws repealed by sub-clause (1), shall be constructed as a reference to these Rules.

(iii) all proceedings commenced under the Rules repealed under theseRules, and pending on the date of commencement of these Rulesshall be continued and disposed off in accordance with the provisions of these Rules.

By order and in the name of the
Governor of Karnataka

(Lakshmisagar N.K.)
Under Secretary to Government
Urban Development Department
(GBA & B.C.C-1)

SCHEDULE-I

(see Rule 7 and 13(10))

There shall not be any display of advertisement of any type in the following areas, namely:-

1. Kumara Krupa Road, Windsor Manor Junction to Shivananda Circle.
2. Rajbhavan Road, High Grounds to Minsk Square.
3. Sankey Road, High Grounds to Windsor Yield Signal**.**
4. Ambedkar Veedhi, K R Circle to Infantry Road Junction.
5. Post Office Road, K R Circle to SBI Circle (K G Road)
6. Chalukya Circle
7. Maharani College Road/Sheshadri Road
8. K R Circle
9. Environs of Cubbon Park and Lalbagh
10. Nrupatunga Road, K R Circle to Police Corner Junction
11. Palace Road, SBI Circle to Chalukya Circle.

NOTE: (1)Only exceptions shall be the advertisements displayed on the already existing Foot Over Bridges, Sky walks, Bus Shelters and e-Toilets constructed under Public-Private Partnership model.

(2)Commissioner may add or remove or modify areas in this Schedule, as may be deemed necessary in this regard.

SCHEDULE-II

(see Rule 7(5))

Sl. No	Road or Area or Circle Type	Minimum Advertisement Fee per Sq Foot per month (in Rupees)
1	Any road or area or circle with Guideline Value under section 45B of the Karnataka Stamp Act, 1957 less than Rs 4000 per Sq Foot	**45/-**
2	Any road or area or circle with Guideline Value under section 45B of the Karnataka Stamp Act, 1957 from Rs 4000 per Sq Foot but less than Rs 6000 per Sq Ft	**55/-**
3	Any road or area or circle with Guideline Value under section 45B of the Karnataka Stamp Act, 1957 from Rs 6000 per Sq Foot but less than Rs 8000 per Sq Ft	**60/-**
4	Any road or area or circle with Guideline Value under section 45B of the Karnataka Stamp Act, 1957 from Rs 8000 per Sq Foot but less than Rs 15000 per Sq Ft	**65/-**
5	Any road or area or circle with Guideline Value under section 45B of the Karnataka Stamp Act, 1957 from Rs 15000 per Sq Foot but less than Rs 25000 per Sq Ft	**70/-**
8	Any road or area or circle with Guideline Value under section 45B of the Karnataka Stamp Act, 1957 equal to or more than Rs 425000 per Sq Foot	**75/-**

SCHEDULE-3

(see Rule 3(II) and 19)

The maximum dimensions in feet permissible sizes and the minimum clearances etc. The City Corporation Commissioners may, subject to upper limits prescribed in this Schedule, prescribe standard size and dimensions for any of the advertisements.

Sl. No	Type or Description of Advertisement or Display	Where Permitted	Where Not Permitted	Type of Area/ Road/ Circle	Length (parallel to road) (in feet)	Width (vertical to road) (In feet)	Maximum Height from road level (in feet)	Minimum Ground Clearance (in feet)	Rate in Rupees per Square Foot per month	Remark
1	Billboard, Hoarding, Unipole or bipole or truss structure	(i) Roads not less than 60 feet or commercial or industrial areas as per Master Plan (ii) Details in Rules	As per Rules 13 and 14 and other Rules	>=60 feet &< 80 feet	40	**30**	**90**	7 feet if erected on ground. Not applicable for wall mounted or on roof top.	(i) As per rate obtained in auction/tender subject to prescribed minimum rate per Sq Ft or (ii) As per PPP or Agreement as per Rules	Not allowed to project beyond the roof on any side. Not allowed to project over RoW and must be at least 5 meters away from edge of RoW
				>= 80 feet &< 100 feet	40	**30**	**90**			
				>= 100 feet and< 200 feet	50	**30**	**90**			
				>= 200 feet	50	**30**	**90**			
2	Trivision	(i) Roads not less than 60 feet or commercial or industrial areas as per Master Plan (ii) Details in Rules	As per Rules 13 and 14 and other Rules	60% of the dimensions permitted for Billboards etc			50	10 feet if erected on ground. Not permissible on the roof tops or wall mounted.	(i) As per rate obtained in auction/tender subject to prescribed minimum rate per Sq Ft or (ii) As per PPP or Agreement as per Rules	Not allowed to project over RoW and must be at least 5 meters away from edge of RoW

3	Variable Message Advertising Devices such as LED/LCD and electronic displays etc	(i) Roads not less than 60 feet or commercial or industrial areas as per Master Plan (ii) Details in Rules	As per Rules 13 and 14 and other Rules	Same as the dimensions permitted for Billboards etc at Sl No 1.	90	7 feet if erected on ground. Not applicable for wall mounted or roof top	(i) As per rate obtained in auction subject to prescribed minimum rate per Sq Ft or (ii) As per PPP or Agreement as per Rules	Not allowed to project beyond the roof on any side. Not allowed to project over RoW and must be at least 5 meters away from edge of RoW
4	Public Toilets/Public Utilities such as Drinking Water Kiosks, Bill Kiosks etc	(i) Roads not less than 60 feet or commercial or industrial areas as per Master Plan (ii) Details in Rules	As per Rules 13 and 14 and other Rules	(i) As a building wrap but leaving at least 2 feet on top and one foot towards bottom (ii) As display board sitting on roof of toilet not more than 4 feet in width (vertical) and length not more than length of toilet roof	2.5 feet above the roof of toilet	Not applicable as it is wall mounted advertisement	(i) As per rate obtained in auction subject to prescribed minimum rate per Sq Ft or (ii) As per PPP or Agreement as per Rules	Not allowed to project beyond the roof on any side. Not allowed to project over RoW
5	Kiosks for Police Assistance, Traffic Assistance, Tea/Coffee Kiosks, Snack Bars, Pann, Florist, Cigarette Kiosks, Barber, Cobbler Kiosk	(i) Roads not less than 60 feet or commercial or industrial areas as per Master Plan (ii) Details in Rules	As per Rules 13 and 14 and other Rules	(i) A poster of size fitting within the side walls or front face of the KIOSK and not more than 70% thereof (ii) As display board sitting on roof of toilet not more than 4 feet in width (vertical) and length not more than length of KIOSK roof	1.5 feet above the roof of toilet	Not applicable as it is wall mounted advertisement	(i) As per rate obtained in auction subject to prescribed minimum rate per Sq Ft or (ii) As per PPP or Agreement as per Rules	Not allowed to project beyond the roof on any side. Not allowed to project over RoW
6	Benches, Clock Towers, Dustbins, Street Furniture etc	(i) Roads not less than 60 feet or commercial or industrial areas as per Master Plan (ii) Details in Rules	As per Rules 13 and 14 and other Rules	A display of size fitting within the dimensions of the furniture/item and not more than 70% thereof or such size in case of PPP or contract as specified in the project tender document which becomes part of the agreement.	Not Applicable	Not applicable as it is pasted advertisement	(i) As per rate obtained in auction subject to prescribed minimum rate per Sq Ft or (ii) As per PPP or Agreement as per Rules	Not applicable

7	Metro Pillars, Road Flyover Pylons etc	(i) Roads not less than 60 feet (ii) As per where such structures exist (iii) Details in Rules	As per Rules 13 and 14 and other Rules	(i) Display of size fitting within the dimensions of the Pillar or Pylon. But not more than 10 feet in height nor projecting beyond the pillar or pylon. (ii) In case of T-Shaped Pillar/Pylon supporting the flyover, the display shall be restricted to only the vertical pillar and not extend beyond the width of the vertical pillar.		20 feet	6 feet	(i) As per rate obtained in auction subject to prescribed minimum rate per Sq Ft or (ii) As per PPP or Agreement as per Rules	Not allowed to project beyond the vertical pillar or pylon on any side. Not allowed to project over RoW
8	Flag Signs	Allowed only in commercial areas/markets (ii) Used by shop owners in the market areas and shall be of uniform size and pattern	As per Rules 13 and 14 and other Rules		6 feet	**Not Applicable**	**Not Applicable**	As per rate obtained in auction subject to prescribed minimum rate per Sq Ft	(i) Shall not obstruct any vehicular or pedestrial traffic or movement (ii) Shall not have sharp edges (iii) Shall be displayed only at the markets or commercial areas.
9	Informal Advertising devices	Only at demarcated spaces and spots and plots or specific walls	(i) As per Rules 13 and 14 and other Rules (ii) Not permitted on any road		7 feet length (horizontal)	**Not Applicable**	**Not Applicable**	10 feet	As per rate obtained in auction subject to prescribed minimum rate per Sq Ft
10	Bus Advertisements (both private and public)	Only displayed on the bus	Not permitted to stand at a spot and display	Shall not exceed 70% of the surface area of each side or back of the vehicle except the front of the vehicle where it is impermissible.		Not Applicable	10 feet	Rs 50/sq.ft Or Rs.500per month per vehicle	(i) No vehicle is permitted for the sole purpose of advertising (ii) Permitted only on vehicles whose primary purpose is transportation of persons or commodities (iii) No vehicle carrying

								advertisement shall be parked on any public RoW or in a private location visible from a public RoW(iv) No animation or movement is permitted in the ads (v) Shall not interfere with the vehicle signs such as Bus Number, Route Info etc
11	Metro Rail Advertisements	Only displayed on the Metro rail coaches		Metro rail or city rail running within the city can use the entire exterior body of the rail wagon or coaches for the purpose of advertisement	Not Applicable	Not Applicable	Rs 50/Sq Ft or Rs 750 per coach per month	
12	Delivery and Service Vehicles Advertisements	Only displayed on the vehicle	Not permitted to stand at a spot and display	Shall not exceed 60% of the surface area of each side or back of the vehicle except the front of the vehicle.	Not Applicable	6 feet	Rs 75/Sq Ft or Rs 750 per four-wheeler per month and Rs 100/- per month per three-wheeler vehicle.	(i) No vehicle is permitted for the sole purpose of advertising (ii) The delivery vehicle shall only be permitted to advertise their own product/ services offered (iii) No animation or movement is permitted in the ads (iv) Not permitted to park on the public RoW
13	Taxi and intermediate public transport like taxis, auto-rickshaw	Only displayed on the vehicle	Not permitted to stand at a spot and display	Shall not exceed 70% of the surface area of each side of the vehicle but the front of the vehicle is not permitted to be used. The backside space can be used upto 60% of the total backside space.	Not Applicable	6 feet	Rs 50/Sq Ft or Rs 500 per four-wheeler per month and Rs 100/- per month per Auto-Rickshaw	(i) No vehicle is permitted for the sole purpose of advertising(ii) Permitted only after permission from the Traffic Police and RTO (iii) No animation or movement is permitted in the ads
14	Airborne devices	Only permitted on case	(i) As per Rules 13 & 14	Not more than 300 Sq Ft		60 feet	Rs 200/-	(i) Permissible only for social messaging (ii)

		to case basis by the Commissionerconcerned CITY CORPORATION	&other Rules (ii) Not permitted on any road					The erection, fixing and use shall be secure and in accordance with guidelines by concerned CITY CORPORATION in this regard
15	Bus Shelter	Only permitted in the Bus Shelters upon specific approval by concerned CITY CORPORATION	As may be decided by the concerned CITY CORPORATION	(i) As a display on the sides of the Bus Shelter facing the road such that it does not cover more than 70% of the area of the side. (ii) As display board sitting on roof of bus shelter not more than 4 feet in width (vertical) and length not more than length of shelter roof (iii) Inside the shelter on the back wall but not covering more than 70% of the backwall area	4 feet above the roof of bus shelter	Not applicable as it is a mounted advertisement	(i) As per rate obtained in auction subject to prescribed minimum rate per Sq Ft or (ii) As per PPP or Agreement as per Rules	Not allowed to project beyond the roof on any side. Not allowed to project over RoW
16	Parking Spaces & Signs therein	Only permitted in the Parking Spaces upon specific approval by concerned CITY CORPORATION	As may be decided by the concerned CITY CORPORATION	As may be approved by the concerned CITY CORPORATION	As may be approved by the concerned CITY CORPORATION	6 feet	(i) As per rate obtained in auction subject to prescribed minimum rate per Sq Ft or (ii) As per PPP or Agreement as per Rules	(i) Parking Signs should be electronically controlled to give clear information about occupancy status (ii) Standing Devices shall be placed at the edge of the authorized parking lots in a manner not to interfere with the vehicular or pedestrian movement (iii) The standing devices shall be spread across maximally on three sides of the periphery edge and shall not exceed 50% of the sum total of the peripheral edge length. (iv) No advertisement

								device shall be permitted abutting the (a) Access road in front of parking lot (b) Shopping arcade precincts (c) access roads/lane leading to another facility beyond.
17	Parking (Two Display Boards)	Only permitted in the Parking Spaces upon specific approval by concerned CITY CORPORATION		Upto 200 Sq Ft	As may be approved by the concerned CITY CORPORATION	7 feet	(i) As per rate obtained in auction subject to prescribed minimum rate per Sq Ft or (ii) As per PPP or Agreement as per Rules	(i) Twp displays boards of upto 40 ft x 8 ft each shall be permissible in each parking lot assigned to an entity (ii) The boards will contain advertisement in first half potion (20 ft x 8 ft) and parking rates prescribed in the other half portion
18	Landscape advertisement or sponsored advertisement	Only permitted in the Landscape location upon specific approval by concerned CITY CORPORATION	As may be decided by the concerned CITY CORPORATION	As may be decided by the concerned CITY CORPORATION	As may be approved by the concerned CITY CORPORATION	7 feet wherever executed on the ground used by the citizens. Elsewhere as per landscape details.	(i) As per rate obtained in auction subject to prescribed minimum rate per Sq Ft or (ii) As per PPP or Agreement as per Rules or (iii) In case of CSR advertisements at a rate as decided by the Commissioner of the City Corporation. A sign not exceeding 2.5 feet by 3.5 feet and not more than one such sign per 100 meters length or per 10000	the Landscape shall be adequately maintained.

							Sq Feet of area could be permitted free of cost by the Commissioner.	
19	Fence advertising devices	Only at the specific spots and fences approved by concerned CITY CORPORATION	As may be decided by the concerned CITY CORPORATION	3 feet	3 feet	9 sq ft	Maximum height of fence subject to upper limit of 4 feet	As may be approved by the concerned CITY CORPORATION
20	Traffic Barricading	As permitted by concerned CITY CORPORATION	As may be decided by the concerned CITY CORPORATION	3 feet	3 feet	9 sqft	Mounted on the traffic barricading	mounted on the traffic barricading
21	Facia Sign Display or Awning Display or any Self Advetisement on a commercial property	Only as self advertisement on a commercial premises	As per Rules 13 and 14	Maximum 4 feet width (vertical) and length not more than the length of the property side facing the road for each permitted/legal floor of the property or equivalent area in Squre Feet For example a commercial property has 30 feet front and 3 floors then for each floor self ad permitted is 4 * 30 =120 sqft	Mounted on the top of the entrance to the commercial property	Mounted on the top of the entrance to the commercial property	NIL within the size limit and Rs 25/Sq Ft after it crosses size limit	(i) Shall not extend beyond the side length of the commercial property nor vertically it should be more than 4 feet (ii) In case of a commercial property facing two or more roads, the facia or self advertisement may be displayed on each such side. (iii) In case the actual area is more than the maximum prescribed limits here, the same shall be chargeable as per Rules. (iv) Within this upper limit of

								self advertisement, the signs or displays of other commercial properties within the building can be also displayed. (v) In case of unauthorized floor or construction the whole advertisement shall be paid at the rate prescribed.
22	Projected Sign Installed on the building	Only as self advertisement on a commercial premises	As per Rules 13 and 14	Maximum height of letters not exceeding 12 inch horizontally and not exceeding 18 inch vertically.	7 feet	40 feet	NIL within the size limit and Rs 25 after it crosses size limit	(i) In no case shall any projecting sign be attached to a lamppost or traffic sign or any vertical structure other than the shop from where the business is done. (ii) Not permitted to be attached to heritage building and such restricted or prohibited buildings as per Rules (iii) Shall not extend over the RoW and shall be at least 5 feet inside the edge of the RoW.
23	Real Estate Sign or Welcome Sign or Construction Sign or Name Plate	Only as a self-advertisement on the property	As per Rules 13 and 14 and other Rules.	Less than 30 Sq Feet for all but less than 7 Sq Feet for name plate	6 feet	NA	NIL within the size limit and Rs 25/Sq Ft after it crosses size limit	(i) These signs are temporary in nature (ii) Non Illuminated (iii) After the building permit in case of construction sign (iv) No portion of the sign shall project over

								the RoW or carriage way
24	Direction Signs	Roads not less than 60 feet or the commercial or industrial areas as per the approved Master Plan	As per Rules 13 and 14 and other Rules.	Rectangular plate not more than 6 Sq Feet but no side more than 3 feet in length	6 feet	4 feet	(i) Nil within the upper size limit if on own property or land and Rs 100 per sign per month if size exceeds upper limit (ii) As per rate obtained in the auction if not a self-advertisement (iii) Rs 100 per sign per month if on public infrastructure	
25	Any other display or Advertisement	Roads not less than 18 meters or in the business area as declared by the Commissioner	As per Rules 13 and 14 and other Rules	As may be decided by the Commissioner in conformity of the Rules			As may be decided by the Commissioner as per Rules	

FORM-I

APPLICATION FOR GRANT OF FRESH OR RENEWAL OF ADVERTISEMENT LICENCE

(see Rule 5(1))

To

Commissioner _____ City Corporation

Subject: Application for grant of fresh/renewal of Advertisement License
to an Agency, reg

Sir,

As per the Greater Bengaluru Governance Act Rules and the Greater Bengaluru Area AdvertisementRules, the undersigned apply for grant of fresh/renewal of Advertisement License with the following details:

SL NO	Item	Reply
1	Name of the Applicant (who may be a Company/Proprietary Firm/Government Department or a PSU) (attach the copy of registration or incorporation and the LICENCE SHALL BE ISSUED IN THIS NAME)	
2	Existing License Number (in case of renewal application) with date of issuance & expiry	
3	Registered Address of the Applicant (attach the copy of registration or incorporation or Government document reflecting the proof of registered office)	
4	Address for Correspondence of the Applicant (attach the copy of registration or incorporation or Government document reflecting the proof of registered office)	
5	Email ID of the Applicant	
6	Mobile Phone of the Authorized Representative of Applicant	
7	Whether the Applicant has been previously blacklisted by any other authority in connection with display of advertisements (attach details if applicable)	
8	Whether the Applicant has any unpaid dues or unpaid demand whatsoever of the concerned CITY CORPORATION (attach details if applicable)	
9	Whether the Applicant has any payable penalties to any authority in connection with display of advertisements (attach details if applicable)	
10	Whether the Applicant was involved in any incident endangering the public safety (attach details if applicable)	
11	Attach the following whichever is applicable -	
	(i) Challan or ONLINE Payment proof for License or Registration Fee (in case of rejection of application, the fee shall be refunded within 10 days)	
	(ii) Certificate of Incorporation or Registration Certificate	
	(iii) Copy of Shop & Establishment Certificate	

	(iv) Copy of current account passbook or cheque of the business account of the Applicant	
	(v) Aadhaar Number or the Government ID proof of the Authorized Representative of the Applicant	
	(vi) Copy of the PAN of the Applicant	
	(vii) Copy of the TAN of the Applicant	
	(viii) Copy of GST Registration Certificate and GST Number	
	(ix) Affidavit as per format prescribed as undertaking and comprehensively indemnifying the concerned CITY CORPORATIONand the Government from all damages and losses including life and property	
	(x) Copy of registration with ESI/PF	
	(xi) Copy of Professional Tax Registration	
	(xii) Any other document as deemed relevant by the Bidder	

Signatures of the applicant

Declaration of the Applicant

I/We have read and understood the Greater Bengaluru Area AdvertisementRules and Rules and Regulations applicable to the CityCorporation & Greater Bengaluru Area. I/We hereby agree to abide by all the clauses of the Greater Bengaluru Area AdvertisementRules, statutory provisions contained in the Greater Bengaluru Governance Act 2024 and the relevant Rules thereunder. The City Corporation shall have the right to withdraw this license to be issued and take all relevant action as per the Greater Bengaluru Area AdvertisementRules2025 and other stipulations as prescribed under the law & rules to be issued if I/we fail to abide by or violate any of the provisions thereof.

Signatures of the applicant

ACKNOWLEDGEMENT

Received the application fresh/renewal of license as Registered or Licensed Advertiser from _____ (Agency Name) on _____ day of _____ of the year _____

Signature and date

Format for Affidavit giving Undertaking and Indemnity Bond as part of Application for License for Advertisement

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AFFIDAVIT

I, Shri/Smt/Messrs _____, age _____, sex_____, ordinarily resident at _____(address), am the owner/Authorized Representative of the _____ (Name of the Agency/Applicant) and I am competent to swear this affidavit on behalf of the said Agency/Company/Proprietary Firm/Government Department/PSU for the purpose of obtaining License for Advertisement from the Bruhat Bengaluru MahanagarPalike and do hereby swear/solemnly affirm as follows –

(1) I/We have read and understood the Greater Bengaluru Area AdvertisementRules2025 and Rules and Regulations applicable to the City Corporation & Greater Bengaluru Area. I/We hereby agree to abide by all the clauses of the GBA Advertisement Rules 2025, statutory provisions contained in the Greater Bengaluru Governance Act 2024and the relevant Rules thereunder.

(2) The City Corporation shall have the right to withdraw this license to be issued and take all relevant action as per the GBA Advertisement Rules2025 and other stipulations as prescribed under the law and rules to be issued if I/we fail to abide by or violate any of the provisions thereof.

(3) The Applicant has furnished all relevant information truly and completely which has any bearing on approval for License for Advertisement being issued to the undersigned.

(4) I/We understand that in case any information or declaration given in the application for the Advertisement License is found to be false or incorrect then the CITY CORPORATION has a right to suspend the license and cancel it as well.

(5) The Applicant shall be responsible for obedience of all laws and rules and safety and other statutory requirements.

(6) The Applicant understands that the License for Advertisement is merely in the nature of empanelment with the CITY CORPORATION and does not by itself entitle the Licensee to undertake advertisement for or on behalf of others. Any such action to advertise for or on behalf of other without a separate and specific approval in favour of the Licensee by the concerned CITY CORPORATION shall be unauthorized and shall lead to cancellation of the License apart from forfeiture of the License Security Deposit kept with the CITY CORPORATION. The Applicant understands that we/I shall be liable for all further action as per the Greater Bengaluru Area AdvertisementRules 2025 including filing of criminal case under relevant sections of the Greater Bengaluru Governance Act 2024 and other laws.

(7) The Applicant undertakes to indemnify the CITY CORPORATION from and against all losses, claims or damages on account of bodily injury,

death or damage to tangible personal property arising with respect to any person, corporation or other entity attributable to the Indemnifying Party's actions or performance or non-performance once the License for Advertisement is issued.

(8) This undertaking is binding upon us, our heirs, executors, administrators, successors and assignees.

Dated this _____ day of _____ the year _____

Signatures of the Owner/Authorized Person

Witnesses

[1] _____ (signatures)

Name and Address

[2] _____ (signatures)

Name and Address

FORM-II

LICENCE FOR ADVERTISEMENT AGENCY

(see Rule 5(2))

No..... Date.....

Reference: - (Application details)

In pursuance of the above referred Application, following license has been issued by Bruhat Bengaluru MahanagaraPalike declaring the following as the License Advertiser to undertake display of advertisements on behalf of other persons or agencies as per Greater Bengaluru Area AdvertisementRules2025.

1	License No	
2	Name of the License Holder	
3	Registered Address of the License Holder	
4	Postal Address of the License Holder	
5	Email of License Holder	
6	Mobile Number of License Holder	
7	License Valid from	
8	License Valid until	
9	Online User ID	

CONDITIONS:

(1) This license / Permission is not transferable.

(2) The license/registration is subject to terms and conditions as contained in the Greater Bengaluru Area AdvertisementRules2025.

(3) Any other conditions that may be included from time to time.

Issued by Order of

Commissioner _____ City Corporation

FORM-III

APPLICATION GIVING PRIOR INFORMATION AND FOR PERMISSION TO ERECT AN ADVERTISEMENT

(see Rule9(1)(a))

To
Special/Additional Commissioner (Advertisements),
_____ City Corporation

Subject: Application giving prior information and seeking approval of Erection and display of advertisement by _____ (name of The Agency), reg

Sir/Madam,

As per the Greater Bengaluru Governance Act 2024and the GBA Advertisement Rules 2025, the undersigned gives the following prior information with respect to erection and display of advertisement and seeks approval thereof –

ABSTRACT OF THE FORMATS FILLED AND ATTACHED WITH THIS APPLICATION

SL No	Item	Reply
1	Name of the Applicant (who may be a Company/Proprietary Firm/Government Department or a PSU and has a valid License for Advertisement)	
2	License Number	
3	Registered Address of the Applicant	
4	Address for Correspondence of the Applicant	
5	Email ID of the Applicant	
6	Mobile Phone of the Authorized Representative of Applicant	
7	Number of Advertisements for which information and permission to erect is requested in this application	
8	Formats duly filled for each advertisement to be erected attached with this application or not? If yes then write the number of duly filled formats attached.	

I understand that above is the abstract of the individual formats duly filled and submitted by me for each advertisement which I plan to erect and the individual formats are attached herewith. I understand that CITY CORPORATION shall reject those applications for which the information in the detailed formats are not submitted. Further I understand that CITY CORPORATION is at liberty to reject any of these applications in accordance with the Greater Bengaluru Area AdvertisementRules2025 and that in case

no decision of the CITY CORPORATION is intimated to me within 15-days from the date of receipt of this application, the application shall be deemed to have been approved and I can go ahead with the erection and display of the advertisements.

Date: Yours sincerely,

Place: Signature of the applicant

FORMAT TO BE FILLED FOR ERECTION OF EACH NEW ADVERTISEMENT SEPARATELY

Sl. NO	**Item**	**Details**
1	Name of the Applicant (who may be a Company/Proprietary Firm/Government Department or a PSU and has a valid License for Advertisement)	
2	License Number	
3	Registered Address of the Applicant	
4	Address for Correspondence of the Applicant	
5	Email ID of the Applicant	
6	Mobile Phone of the Authorized Representative of Applicant	
7	Address of the building/land/spot where advertisement will be erected & displayed	
8	Latitude & Longitude of the spot/location where the advertisement will be erected	
9	Google Plus Code of the spot/location where advertisement will be erected	
10	Dishaank screenshot of the location/spot showing the Revenue Survey Numbers	
11	Name of the owner of the land/building where the advertisement will be erected	
12	CITY CORPORATION Property ID as per Register A or Register B or Suitable ID	
13	Property is Register A or Register B Property	
14	CITY CORPORATION SAS Application Number	
15	Year until which the CITY CORPORATION Property Tax paid for the said property	
16	Type of Advertisement (see Schedule 3 of Rules)	
17	(length, width and area)	
18	No Objection Certificate from the owner of the land/building on which the advertisement will be erected.	
19	Copy of the agreement entered into with the owner of the land/building on which the advertisement will be erected.	

20	Engineering design & plan of the erection of the advertisement duly approved from a qualified engineer.	
21	Whether the Applicant has any unpaid dues or unpaid demand whatsoever of the CITY CORPORATION (attach details if applicable or notorized affidavit if it is NIL)	
22	Whether the Applicant has any payable penalties to any authority in connection with display of advertisements (attach details if applicable or notorized affidavit if it is NIL)	
23	Whether the Applicant was involved in any incident endangering the public safety (attach details if applicable or notorized affidavit if it is NIL)	
24	Any other document as deemed relevant by the Applicant	

Applicant Signature and Date

ACKNOWLEDGMENT

Received the application for erection of advertisement(s) from _____ (Applicant Name) with License Number _____ on _____ day of _____ month and _____ year as per following details –

Sl. No	**Type and description of the Advertisement**	**Size of the Advertisement (Length, Width and Area)**	**Address of the building/ land/ spot where advertisement will be erected and displayed**	**Latitude and Longitude of the Spot/Location of Advertisement**	**Google Plus Code of the spot/location where advertisement will be erected**	**Name of the owner of the land/building where the advertisement will be erected**	**CITY CORPORATION SAS Application Number**
1	2	3	4	5	6	7	8

Signature of Receiving Person in CITY CORPORATIONOffice
Name and Designation of the Receiving Person

FORM-IV

APPLICATION FOR APPROVAL FOR COMMERCIAL DISPLAY OF THE AUTHORIZED&ELIGIBLELEGACY ADVERTISEMENTS OR LED SELF-ADVERTISEMENTS

(see Rule 8)

To
Special Commissioner (Advertisements)
_____ City Corporation

Subject: Application seeking approval of commercial display of authorized&eligible legacyadvertisement/LED Self-Advertisements by _____(name of the Agency), reg

Sir/Madam,

As per the Greater Bengaluru Governance Act 2024and the GBA Advertisement Rules 2025, the undersigned seeks approval for commercial display of the following authorized &eligiblelegacy advertisements/LED Self Advertisements –

ABSTRACT OF THE FORMATS FILLED AND ATTACHED WITH THIS APPLICATION

Sl.No	Item	Reply
1	Name of the Applicant (who may be a Company/Proprietary Firm/Government Department or a PSU and has a valid License for Advertisement)	
2	License Number	
3	Registered Address of the Applicant	
4	Address for Correspondence of the Applicant	
5	Email ID of the Applicant	
6	Mobile Phone of the Authorized Representative of Applicant	
7	Number of legacy Advertisements/LED Self Advertisements for which information and approval to commercially display is requested in this application	
8	Are the duly filled formats for each legacy/LED Self Advertisement for which approval is sought attached with this application or not? If yes then write the number of duly filled formats attached.	

(1) I understand that no permission to continue display of advertisement will be given unless the undersigned has or obtains a valid Advertisement License from the CITY CORPORATION.

(2) I understand that filing of this application with respect to any unauthorized advertisement is not permitted and even if such an application for unauthorized application is filed, it shall not entitle the same to start or continue to be displayed and the CITY CORPORATION reserves the right to remove or demolish the same even when such an application is pending with the CITY CORPORATION.

(3) I understand that authorized existing or legacy advertisements or LED Self Advertisement can be displayed, after approval by CITY CORPORATION, only for a period for which the permission is given as per the Greater Bengaluru Area AdvertisementRules2025.

(4) I understand that I have given above the abstract of the individual formats duly filled and submitted by me for each legacy/existing authorized advertisement/LED Self-Advertisement and the individual duly filled formats are attached herewith. I understand that CITY CORPORATION shall forthwith reject those applications for which the information in the detailed formats is not submitted.

(5) Further I understand that CITY CORPORATION is at liberty to reject any of these applications in accordance with the Greater Bengaluru Area AdvertisementRules2025.

Date: Yours sincerely,

Place: Signature of the applicant

FORMAT TO BE SEPARATELY FILLED FOR EACH AUTHORIZED &ELIGIBLELEGACYADVERTISEMENT/LED SELF ADVERTISEMENT

Sl. No	Item	Details
1	Name of the Applicant (who may be a Company/Proprietary Firm/Government Department or a PSU and has a valid License for Advertisement)	
2	License Number	
3	Registered Address of the Applicant	
4	Address for Correspondence of the Applicant	
5	Email ID of the Applicant	
6	Mobile Phone of the Authorized Representative of Applicant	
7	Details of the permission/approval issued to the Applicant for erection & display of the Legacy Advertisement/LED Self Advertisement	
8	Address of the building/land/spot where the eligible legacy advertisement/LED Self Advertisement is erected & displayed	
9	Latitude & Longitude of the spot/location where the legacy advertisement is erected & displayed	
10	Google Image and the Google Plus Code of the spot/location where the legacy advertisement/LED Self Advertisement is erected & displayed	
11	Dishaank screenshot of the location/spot showing the Revenue Survey Numbers	
12	Name of the owner of the land/building where the legacy advertisement/LED Self Advertisement is erected and displayed	
13	CITY CORPORATION Property ID as per Register A or Register B	
14	Property is Register A or Register B Property	
15	CITY CORPORATION SAS Application Number	
16	Year until which the CITY CORPORATION Property Tax	

	paid for the said property	
17	Year until which the Greater Bengaluru Area Advertisement Fee paid for the said advertisement (attach proof of the said payment as issued by CITY CORPORATION and if not paid then pay advertisement fee up-to-date and produce CITY CORPORATION receipt)	
18	Type of Advertisement (see Schedule 3 of Rules)	
19	Size of the Advertisement (length, width and area)	
20	No Objection Certificate from the owner of the land/building where the legacy advertisement/LED Self Advertisement is erected and displayed	
21	Copy of the agreement entered into with the owner of the land/building	
22	Civil engineering plan of the erection of the advertisement duly approved from a qualified engineer.	
23	Whether the Applicant has any unpaid dues or unpaid demand whatsoever of the CITY CORPORATION (attach details if applicable or notorized affidavit if it is NIL)	
24	Whether the Applicant has any payable penalties to any authority in connection with display of advertisements (attach details if applicable or notorized affidavit if it is NIL)	
25	Whether the Applicant was involved in any incident endangering the public safety (attach details if applicable or notorized affidavit if it is NIL)	
26	Copy of the Agreement or approval of the advertisement which is still valid and subsisting or eligible in case of Legacy Advertisements	
27	Any other document as deemed relevant by the Applicant	

Applicant Signature and date

ACKNOWLEDGMENT

Received the application for commercial display of the following legacy advertisement(s)/LED Self Advertisement from _____ (Applicant Name) with License Number _____ on _____ day of _____ month and _____ year.

Sl. No	**Type and description of the Advertisement**	**Size of the Advertisement (Length, Width and Area)**	**Address of the building/ land/ spot of the advertisement**	**Latitude and Longitude of the Spot/Location of the Advertisement**	**Google Plus Code of the spot/location of the Advertisement**	**Name of the owner of the land/building of the Advertisement**	**CITY CORPORATION SAS Application Number of the property/ land where the Advertisement is located**
1	2	3	4	5	6	7	8

Signature of Receiving Person in CITY CORPORATIONOffice
Name & Designation of the Receiving Person

FORM-IVA

APPROVAL LETTER FOR ERECTION AND COMMERCIAL DISPLAY OF NEW / AUTHORIZED&ELIGIBLELEGACY /PPP /LED Self ADVERTISEMENT

(see Rules7 &8)

To
Name of Agency
License No _____
Registered Address _____
Correspondence Address _____
Email _____
Mobile _____

Sub: Approval for erection and display of new/legacy advertisement, reg

Ref: Your application number _____ dated _____

This is to accord permission and approval to erect and display the new/authorized-legacy advertisements as per the following details –

Sl. No	Type and description of Advertisement	Size of the Advertisement (Length, Width and Area)	Address of the building/ land/ spot of the advertisement	Latitude and Longitude of the Spot/Location of Advertisement	Google Plus Code of the spot/location of the Advertisement	Name of the owner of the land/building where the advertisement is/will be erected	CITY CORPORATION SAS Application Number of the property/ land containing spot of the advertisement	Approval Valid Until (enter date until which the approval is valid)
1	2	3	4	5	6	7	8	9

This permission/approval is subject to the following conditions –

(1) In case of request for approval for advertisements by an Advertiser who has been granted rights to erect & display the advertisements on any road stretch or circle or an area and the approval/rejection is not issued within 15-days of the receipt of application for advertisement within his assigned area/road/circle, the same shall be deemed to have been approved.

(2) This approval is subject to up-to-date payments of prescribed advertisement fees. The default therein shall lead to cancellation of this approval.

(3) This approval may be withdrawn at any time as deemed necessary by the Commissioner_____ City Corporation or the Special/Additional Commissioner (Advertisements).

(4) This approval is subject to all the terms & conditions and stipulations contained in the under the Greater Bengaluru Governance Act 2024and the Greater Bengaluru Area AdvertisementRules 2025.

(signatures and seal)

Authorized OfficerName
Designation _____
_____ City Corporation

FORM-IVB

REJECTION LETTER FOR ERECTION AND COMMERCIAL DISPLAY OF NEW or AUTHORIZED&ELIGIBLELEGACY or LED SELF-AD or PPP ADVERTISEMENT

(see Rules 7 & 8)

To
Name of Agency
License No _____
Registered Address _____
Correspondence Address _____
Email _____
Mobile _____

Sub: Rejection of approval for erection & display of new/legacy advertisement, reg

Ref: Your application number _____ dated _____

This is to inform you that the request for erection & display of the following new/legacy advertisements is hereby rejected for the reasons given below –

Sl. No	**Type and details of the Advertisement**	**Address of the building/ land/ spot of the advertisement**	**Latitude and Longitude of the Spot/Location of Advertisement**	**Google Plus Code of the spot/location of the Advertisement**	**Name of the owner of the land/building where the advertisement is/was to be erected**	**Reason for rejection**
1	2	3	4	5	6	7

(signatures and seal)

Authorized OfficerName
Designation _____
_____ City Corporation

FORM-V

APPLICATION FOR APPROVAL OF MOBILE OR VEHCULAR ADVERTISEMENTS

(see Rule 12(1))

To

Commissioner _____ City Corporation

Subject: Application seeking approval of display of mobile or vehicular Advertisement by _____(name of the Agency), reg

Sir/Madam,

As per the Greater Bengaluru Governance Act 2024and the GBA Advertisement Rules 2025, the undersigned seeks approval for display of the following mobile or vehicular advertisements –

ABSTRACT OF DETAILED FORMATS FILLED AND ATTACHED WITH THIS APPLICATION

Sl.No	Item	Reply
1	Name of the Applicant (who may be a Company/Proprietary Firm/Government Department or a PSU and has a valid License for Advertisement)	
2	License Number	
3	Registered Address of the Applicant	
4	Address for Correspondence of the Applicant	
5	Email ID of the Applicant	
6	Mobile Phone of the Authorized Representative of Applicant	
7	Number of vehicles on which the approval to display advertisements is requested in this application	
8	Are the duly filled formats with details for which approval is sought attached with this application or not?	

(1) I understand that no permission for display of advertisement will be given unless the undersigned has or obtains a valid Advertisement License from the CITY CORPORATION.

(2) I understand that filing of this application with respect to any unauthorized advertisement is not permitted and even if such an application for unauthorized application is filed, it shall not entitle the same to continue to be displayed and the CITY CORPORATION reserves the right to remove the same even when such an application is pending with the CITY CORPORATION.

(3) I understand that I have given above the abstract of the detailed formats duly filled and submitted by me for vehicular or mobile advertisement and the

detailed duly filled formats are attached herewith. I understand that CITY CORPORATION will forthwith reject the applications for which the information in the detailed formats is not submitted.

(4) Further I understand that CITY CORPORATION is at liberty to reject or restrict this application in accordance with the Greater Bengaluru Area AdvertisementRules 2024.

Date: Yours sincerely,

Place: Signature of the applicant

DETAILED FORMAT TO BE FILLED FOR MOBILE OR VEHICULAR ADVERTISEMENT

Sl. No	Item	Details
1	Name of the Applicant (who may be a Company/Proprietary Firm/Government Department or a PSU and has a valid License for Advertisement)	
2	License Number	
3	Registered Address of the Applicant	
4	Address for Correspondence of the Applicant	
5	Email ID of the Applicant	
6	Mobile Phone of the Authorized Representative of Applicant	
7	Vehicle type and registration numbers for every vehicle that will be used for displaying mobile or vehicular advertisements	(attach sheet)
8	Year until which the Greater Bengaluru Area Advertisement Fee paid by the Advertiser (attach proof of the said payment as issued by CITY CORPORATION and if not paid then pay advertisement fee up-to-date and produce CITY CORPORATION receipt)	
9	No Objection Certificate from the owner of the vehicle where the vehicular or mobile advertisement will be displayed	
10	Copy of the agreement entered into with the owner of the vehicle	
11	Civil engineering plan of the erection of the advertisement duly approved from a qualified engineer.	
12	Whether the Applicant has any unpaid dues or unpaid demand whatsoever of the CITY CORPORATION (attach details if applicableor notorized affidavit if it is NIL)	
13	Whether the Applicant has any payable penalties to any authority in connection with display of advertisements (attach details if applicableor notorized affidavit if it is NIL)	
14	Whether the Applicant was involved in any incident endangering the public safety (attach details if applicableor notorized affidavit if it is NIL)	
15	Any other document as deemed relevant by the Applicant	

VEHICLE DETAILS

Sl. No	Vehicle Type	Vehicle Registration Number	Vehicle Owner Name	Address of Vehicle Owner	Mobile Number of Vehicle Owner	Agreement with Vehicle Owner done or not (attach the same)
1	2	3	4	5	6	7

Applicant Signature and date

ACKNOWLEDGMENT

Received the application for display of mobile or vehicular advertisements as per following details from _____ (Applicant Name) with License Number _____ on _____ day of _____ month and _____ year.

Sl. No	Vehicle Type	Number of Vehicles
1	2	3

Signature of Receiving Person in CITY CORPORATION Office

Name and Designation of the Receiving Person

FORM-VA

APPROVAL LETTER FOR DISPLAY OF MOBILE OR VEHICULAR ADVERTISEMENT

(see Rule 12(1))

To
Name of Agency
License No _____
Registered Address _____
Correspondence Address _____
Email _____
Mobile _____

Sub: Approval for erection and display of mobile or vehicular advertisement, reg
Ref: Your application number _____ dated _____

This is to accord permission and approval to display the mobile or vehicular advertisements as per the following details –

Sl. No	Vehicle Type	Vehicle Registration Number	Vehicle Owner Name	Address of Vehicle Owner	Mobile Number of Vehicle Owner	CITY CORPORATION Approval to display advertisement valid until
1	2	3	4	5	6	7

This permission/approval is subject to the following conditions –

(1) This approval may be withdrawn at any time as deemed necessary by the Commissioner _____ City Corporation or the Special/Additional Commissioner (Advertisements).
(2) This approval is subject to all the terms & conditions and stipulations contained in the under the Greater Bengaluru Governance Act 2024 and the Greater Bengaluru Area AdvertisementRules 2054.

(signatures and seal)

Authorized OfficerName
Designation _____
_____ City Corporation

FORM-VB

REJECTION LETTER FOR DISPLAY OF MOBILE OR VEHICULAR ADVERTISEMENT

(see Rule 12(1))

To

Name of Agency
License No _____
Registered Address _____
Correspondence Address _____
Email _____
Mobile _____

Sub: Rejection of request for display of mobile or vehicular advertisement, reg

Ref: Your application number _____ dated _____

This is to inform you that the request for display of mobile or vehicular advertisement as per reference above is hereby rejected as per details and for the reasons given below –

(i) The whole application for display of mobile or vehicular advertisements for all the vehicles therein is hereby rejected for the reasons given below –

OR

(ii) the permission sought for the following vehicles is hereby rejected for the reasons given below –

Sl. No	Vehicle Type	Vehicle Registration Number	Vehicle Owner Name	Address of Vehicle Owner	Reason for rejection
1	2	3	4	5	6

Authorized OfficerName
Designation _____
_____ City Corporation

FORM-VI

APPLICATION FOR RENEWAL OF APPROVAL OF EXISTING ADVERTISEMENTS PREVIOUSLY APPROVED

(see Rule9(1)(b))

To

Commissioner/Special/Additional Commissioner (Advertisements)

_____ City Corporation

Subject: Application for approval for continuation of display of an advertisement previously approved under the BBMP/Greater Bengaluru Area AdvertisementRules 2025, reg

Sir/Madam,

As per the Greater Bengaluru Governance Act 2024and the GBA Advertisement Rules2025, the undersigned seeks approval for continuing display of the following advertisements previously approved under the BBMP/Greater Bengaluru Area AdvertisementRules2025 –

ABSTRACT OF THE FORMATS FILLED AND ATTACHED WITH THIS APPLICATION

Sl.No	Item	Reply
1	Name of the Applicant (who may be a Company/Proprietary Firm/Government Department or a PSU and has a valid License for Advertisement)	
2	License Number	
3	Registered Address of the Applicant	
4	Address for Correspondence of the Applicant	
5	Email ID of the Applicant	
6	Mobile Phone of the Authorized Representative of Applicant	
7	Number of existing Advertisements for which information and approval to continue to display is requested in this application	
8	Are the duly filled formats for each existing advertisement for which approval is sought attached with this application or not? If yes then write the number of duly filled formats attached.	

(1) I understand that no permission to continue display of advertisement will be given unless the undersigned has or obtains a valid Advertisement License from the CITY CORPORATION.

(2) I understand that filing of this application with respect to any unauthorized

advertisement is not permitted and even if such an application for unauthorized application is filed, it shall not entitle the same to continue to be displayed and the CITY CORPORATION reserves the right to remove the same even when such an application is pending with the CITY CORPORATION.

(3) I understand that I have given above the abstract of the individual formats duly filled and submitted by me for each existing advertisement and the individual duly filled formats are attached herewith.

(4) I understand that CITY CORPORATION shall forthwith reject those applications for which the information in the detailed formats is not submitted.

(5) Further I understand that CITY CORPORATION is at liberty to reject any of these applications in accordance with the Greater Bengaluru Area AdvertisementRules2025.

Date: Yours sincerely,

Place: Signature of the applicant

FORMAT TO BE FILLED FOR RENEWAL OF EACH EXISTING ADVERTISEMENT PREVIOUSLY ISSUED

Sl. No	Item	Details
1	Name of the Applicant (who may be a Company/Proprietary Firm/Government Department or a PSU and has a valid License for Advertisement)	
2	License Number	
3	Registered Address of the Applicant	
4	Address for Correspondence of the Applicant	
5	Email ID of the Applicant	
6	Mobile Phone of the Authorized Representative of Applicant	
7	Details of the permission/approval issued to the Applicant for erection and display of existing Advertisement and date of expiry thereof	
8	Address of the building/land/spot where the existing advertisement is erected and displayed	
9	Latitude & Longitude of the spot/location where the existing advertisement is erected and displayed	
10	Google Image and the Google Plus Code of the spot/location where the existing advertisement is erected and displayed	
11	Dishaank screenshot of the location/spot showing the Revenue Survey Numbers	
12	Name of the owner of the land/building where the existing advertisement is erected and displayed	

13	CITY CORPORATION Property ID as per Register A or Register B	
14	Property is Register A or Register B Property	
15	CITY CORPORATION SAS Application Number	
16	Year until which the CITY CORPORATION Property Tax paid for the said property	
17	Year until which the Greater Bengaluru Area Advertisement Fee paid for the said advertisement (attach proof of the said payment as issued by CITY CORPORATION and if not paid then pay advertisement fee up-to-date and produce CITY CORPORATION receipt)	
18	Type and details of Advertisement (see Schedule 3 of Rules)	
19	Size of the Advertisement (length, width and area)	
20	No Objection Certificate from the owner of the land/building where the legacy advertisement is erected & displayed	
21	Copy of the agreement entered into with the owner of the land/building	
22	Civil engineering plan of the erection of the advertisement duly approved from a qualified engineer.	
23	Whether the Applicant has any unpaid dues or unpaid demand whatsoever of the CITY CORPORATION (attach details if applicable or Notorized Affidavit if NIL)	
24	Whether the Applicant has any payable penalties to any authority in connection with display of advertisements (attach details if applicable or Notorized Affidavit if NIL)	
25	Whether the Applicant was involved in any incident endangering the public safety (attach details if applicable or Notorized Affidavit if NIL)	
26	Any other document as deemed relevant by the Applicant	

Applicant Signature and date

ACKNOWLEDGMENT

Received the application for continuation of display of the following existing advertisement(s) from _____ (Applicant Name) with License Number _____ on _____ day of _____ month and _____ year.

Sl. No	Type and description of the existing Advertisement	Size of the Advertisement (Length, Width and Area)	Address of the building/ land/ spot of the advertisement	Latitude and Longitude of the Spot/ Location of the Advertisement	Google Plus Code of the spot/ location of the Advertisement	Name of the owner of the land/ building where advertisement is displayed	CITY CORPORATION SAS Application Number of the property/ land where the Advertisement is located	Previous approval number & date and date of expiry thereof
1	2	3	4	5	6	7	8	9

Signature of Receiving Person in CITY CORPORATIONOffice

Name and Designation of the Receiving Person

FORM VI-A

APPROVAL LETTER FOR CONTINUATION OF DISPLAY OF AN EXISTING ADVERTISEMENT WHICH WAS APPROVED

(see Rule9(3))

To
Name of Agency
License No _____
Registered Address _____
Correspondence Address _____
Email _____
Mobile _____

Sub: Approval for continuation of display of an advertisement previously approved Under the Greater Bengaluru Area AdvertisementRules2025, reg

Ref: Your application number _____ dated _____

This is to accord permission and approval to erect & display the existing advertisements previously approved under Greater Bengaluru Area AdvertisementRules2025 as per the following details –

Sl. No	Type and description of Advertisement	Size of the Advertisement (Length, Width and Area)	Address of the building/ land/ spot of the advertisement	Latitude and Longitude of the Spot/Location of Advertisement	Google Plus Code of the spot/location of the Advertisement	Name of the owner of the land/building where the advertisement is/will be erected	Previous approval number & date and date of expiry thereof	New Approval Valid Until (enter date until which the new approval is valid)
1	2	3	4	5	6	7	8	9

This permission/approval is subject to the following conditions –

(1) In case of request for approval for advertisements by an Advertiser who has been granted rights to erect and display the advertisements on any road stretch or circle or an area and the approval/rejection is not issued within 15-days of the receipt of application for advertisement within his assigned area/road/circle, the same shall be deemed to have been approved.

(2) This approval is subject to up-to-date payments of prescribed advertisement fees. The default therein shall lead to cancellation of this approval.

(3) This approval may be withdrawn at any time as deemed necessary by the CommissionerCITY CORPORATION or the Special Commissioner (Advertisements).

(4) This approval is subject to all the terms and conditions and stipulations contained in the Greater Bengaluru Governance Act 2024and the Greater Bengaluru Area AdvertisementRules 2025.

(Signaturesand seal)

Authorized OfficerName
Designation _____
_____ City Corporation

FORM- VIB

REJECTION LETTER FOR ERECTION AND DISPLAY OF AN EXISTING ADVERTISEMENT PREVIOUSLY APPROVED

(see Rule9(3))

To
Name of Agency
License No _____
Registered Address _____
Correspondence Address _____
Email _____
Mobile _____

Sub: Rejection of approval for erection and display of an existing advertisement previously approved under the Greater Bengaluru Area AdvertisementRules2025, reg

Ref: Your application number _____ dated _____

This is to inform you that the request for renewal of approval to continue display of the following existing advertisements is hereby rejected for the reasons given below –

Sl. No	**Type and details of the Advertisement**	**Address of the building/ land/ spot of the advertisement**	**Latitude and Longitude of the Spot/Location of Advertisement**	**Google Plus Code of the spot/location of the Advertisement**	**Name of the owner of the land/building where the advertisement is to be erected and displayed**	**Reason for rejection**
1	2	3	4	5	6	7

(signatures and seal)

Authorized OfficerName
Designation _____
_____ City Corporation

FORM-VII

(see Rule16(1)(ii))

No - Office of the Special Commissioner (Advertisements)

Date: _____

NOTICE FOR REMOVAL OF UNAUTHORIZED ADVERTISEMENT AND PAYMENT OF PENATLY THEREON

Whereas it has come to the notice of the undersigned that you have created infrastructure for advertisement/displayed advertisement unauthorizedly/without permission which is violation of the Greater Bengaluru Governance Act 2024and the Greater Bengaluru Area AdvertisementRules2025 (hereinafter the Ad Rules2025).

Whereas you are not only bound to remove the unauthorized structure and stop the display of the advertisements but you are also liable to pay penalty thereon as per details given below for your said illegal and unauthorized action –

Sl. No	**Type and description of unauthorized Advertisement**	**Size of the Advertisement (Length, Width and Area)**	**Address of the building/ land/ spot of the unauthorized advertisement**	**Penalty Payable (in Rs)**
1	2	3	4	5
Total Penalty Payable =				

You are directed to remove the structure and advertisement (if any) and pay the penalty amount immediately but not later than 7-days from the date of service of this Notice. Your reply, if any, shall reach the undersigned within 7-days of receipt of this notice.

Please note that under the under the Greater Bengaluru Governance Act 2024 and the GBA Advertisement Rules 2025 section 345 of the under the Greater Bengaluru Governance Act 202, apart from other means, the notice via email or electronic means (WhatsApp/SMS etc.,) is a sufficient service.

You may note that failure to pay the above-mentioned penalty amount makes you liable for the following actions in order to recover the same. This notice is for the following actions –

(i) Removal of the said unauthorized structure and/or advertisements.

(ii) Cancellation of licenseand permissions if you are a licensed advertiser.

(iii) Blacklisting from being eligible to obtain License to Advertise.

(iv) Distraint and sale of your moveable properties

(v) Attachment of your immovable properties

(vi) Attachment of your bank accounts

(vii) Criminal prosecution under the Greater Bengaluru Governance Act 2024.

(Signatures)

Spl/AdditionalCommissioner (Advertisements)/Joint Commissioner/Deputy Commissioner

_____ Zone

To

Mr _____
License No _____ (if applicable)
Correspondence Address

FORM-VIII
(see Rule16(2)(ii))

No - Office of the _____

Date: _____

SHOW-CAUSE CUM DEMAND NOTICE FOR DEFAULT IN PAYMENT OF ADVERTISEMENT FEE AND INTEREST THEREON

Whereas you assigned rights to display advertisements as per approval number _____ dated_____ of the CITY CORPORATION as per the Greater Bengaluru Area AdvertisementRules2025 (hereinafter the Ad Rules2025) for which you are liable to pay advertisement fees and applicable interest charges for delays.

Whereas you have defaulted to pay the advertisement fees to CITY CORPORATION with respect to above approved advertisement rights and the details of the advertisement fees and interest due to be paid by you are as follows (as on date of issuance of this Notice).

Sl No	Description	Period	Due Amount (in Rs)
1	Advertisement Fees		
2	Interest# (calculated as on date of this notice generation @ 18% per annum)		
3	Total Due#		

This is as on date of issuance of this Notice and the actual interest and total due will be calculated as on the date of payment by you.

You are directed to pay the same immediately but not later than 7-days from the date of service of this Show Cause-cum-Demand Notice. Your reply, if any, shall reach the undersigned within 7-days of receipt of this notice.

Please note that under the Greater Bengaluru Governance Act 2024and the GBA Ad Rules 2025 and as per section 345 of the Greater Bengaluru Governance Act 2024, apart from other means, the notice via email or electronic means (WhatsApp/SMS etc) is a sufficient service.

You may note that failure to pay the above-mentioned dues makes you liable for the following actions in order to recover the same. This notice is for the following actions –

(i) Removal of the said advertisements and cancellation of your licenseand permissions.

(ii) Blacklisting from being eligible to obtain License to Advertise.

(iii) Distraint and sale of your moveable properties

(iv) Attachment of your immovable properties

(v) Attachment of your bank accounts

(vi) Criminal cases under the Greater Bengaluru Governance Act 2024.

(Signatures)

Special/Additional Commissioner (Advertisements) /Joint Commissioner/Deputy Commissioner_____ Zone

To
Mr _____
Licensed Advertiser _____ City Corporation
License No _____
Registered Address and
Correspondence Address

R.N.I. No. KARBIL/2001/47147 POSTAL REGN. No. RNP/KA/BGS/2202/2017-19
Licensed to post without prepayment WPP No. 297

FORM-IX

Register of Advertisement Licenses

(see Rule 24)

Sl. No	Name of the Agency assigned License for Advertisement	Registered Address of the Licensed Advertiser	Address for Correspondence of the Licensed Advertiser	License Number	Order Number and Date of issuance of License	Email ID of the Licensed Advertiser	Mobile Number of Authorized Representative of the Licensed Advertiser	License Valid Until
1	2	3	4	5	6	7	8	9

Licensed Advertiser wise List of Permissions for erection and display of advertisements

Sl. No	Name of the Agency assigned License for Advertisement	License Number	Type and description of Advertisement	Number and Date of approval for erection and display of advertisement	Size of the Advertisement (Length, Width and Area)	Address of the building / land/ spot of the advertisement	Latitude and Longitude of the Spot/Location of Advertisement	Google Plus Code of the spot/location of the Advertisement	Name of the owner of the land/building where the advertisement is/will be erected
1	2	3	4	5	6	7	8	9	10

By order and in the name of the
Governor of Karnataka

(Lakshmisagar N.K.)
Under Secretary to Government
Urban Development Department
(GBA & B.C.C-1)

ಮುದ್ರಕರು ಹಾಗೂ ಪ್ರಕಾಶಕರು:– ಸಂಕಲನಾಧಿಕಾರಿಗಳು, ಕರ್ನಾಟಕ ರಾಜ್ಯಪತ್ರ, ಸರ್ಕಾರಿ ಕೇಂದ್ರ ಮುದ್ರಣಾಲಯ, ಬೆಂಗಳೂರು

THAMMAIAH